



# **CCEK – NSQF ALIGNED PROGRAM**

## **COURSE SYLLABUS**

**FOR**

**Digital Marketing**

## CCEK - NATIONAL SKILL DEVELOPMENT TRAINING PROGRAM

### Digital Marketing

CCEK – NSDC course package covers the following Qualification Packs and leads to the following NSDC certifications. The students who successfully completed the course programs are entitled to get NSDC certification after undergoing the assessment process of NSDC as per the rules and regulations stipulated by NSDC from time to time.

SL. NO.	QUALIFICATIONS PACK	QUALIFICATIONS PACK CODE	NSQF LEVEL
1	<p><b><u>Digital Marketing Manager</u></b></p> <p><b>Brief Job Description:</b></p> <p>Individuals at this job carry out digital marketing process to promote the company offerings and get more customers and sales through digital channels such as search engines networks, social media networks etc. Develop and implement digital marketing strategy for the organization, track and optimize the campaigns and manage the team of executives effectively to meet the organization goals and objectives.</p>	<b>MES/Q0706</b>	<b>6</b>

**COURSE DETAILS****Digital Marketing****EXAMINATION DETAILS**

COURSE NAME	COURSE CODE	ELIGIBILITY	DURATION
Digital Marketing	G27	PLUS TWO	840

SL. NO.	EXAM	EXAM CODE	MAXIMUM MARK	INTERNAL	TOTAL MARK
<b>THEORY PAPERS</b>					
1	Digital Marketing Strategy	T001	100	50	150
<b>PRACTICAL PAPERS</b>					
1	Digital Marketing Competitor Analysis	L001	100	50	150
<b>TOTAL MARKS</b>					
1	Total Examination Marks (Theory Online + Practical Examination)				200
2	Total Internal Marks				100
	<b>Total Marks (Total Internal Marks + Total Examination Marks)</b>				<b>300</b>

## Digital Marketing

### INTERNAL MARK CRITERIA FOR EACH

SL NO.	MODULE	MODULE CODE	MAXIMUM MARK	INTERNAL MARK	TOTAL MARK
1	Digital Marketing Strategy	T001	100	50	150
2	Digital Marketing Competitor Analysis	L001	100	50	150
	TOTAL		200	100	300

ATTENDANCE	GENERAL PERFORMANCE	INTERNAL EXAMINATIONS/ PROJECTS/ ASSIGNMENTS	TOTAL MARKS
5	5	40	50

# **COURSE SYLLABUS**

**FOR**

**Digital Marketing**

<b>COURSE</b>	Digital Marketing	
<b>TOTAL MARKS</b>	Mark: 300	Internal Mark: 100
<b>TOTAL HOURS</b>	840 Hrs	

**DEFENITION OF CREDIT**

1 Credit	15Hrs Theory/ 30Hrs Practical
Skill Components	60 – 70 % of Total Credit

**MODULES INCLUDED IN THIS SUBJECT**

<b>SL NO</b>	<b>MODULE NAME</b>	<b>CREDIT BREAKUP</b>
1	Module 1: Introduction and Orientation to the job role	<b>3</b>
2	Module 2: Develop a digital marketing strategy	<b>6</b>
3	Module 3: Plan and conduct digital marketing campaigns	<b>6</b>
4	Module 4: Optimize campaign’s performance and expenditure	<b>4</b>
5	Module 5: Measure and report the performance of digital marketing campaigns	<b>4</b>
6	Module 6: Manage a team of marketing executives and their performance	<b>3</b>
7	Module 7: Maintain workplace health and safety	<b>2</b>
	Total	<b>28</b>

## **Training Outcomes**

- Create a digital marketing strategy based on the organization's goals and objectives.
- Initiate the implementation process and conduct digital marketing campaigns for the organization.
- Optimize the performance of campaigns and manage budget allocation.
- Track the progress of digital marketing campaigns and prepare performance reports for key stakeholders.
- Manage the team of marketing executives and monitor their performance.
- Maintain workplace health and Safety.

## **MODULES**

### **Module 1: Introduction and Orientation to the job role**

#### **THEORY & PRACTICAL**

- Describe opportunities in the media and entertainment industry
- Recognize the importance of digital marketing and how it helps businesses in getting more customers and sales
- Recognize the difference between digital marketing and traditional marketing
- Recognize various forms of digital marketing such as social media marketing, email marketing, search engine marketing etc.
- Analyse how companies are using digital marketing to connect with their current and prospective customers

### **Module 2: Develop a digital marketing strategy**

#### **THEORY & PRACTICAL**

- Identify the primary target audience of the organization for each product or service offerings
- Perform competitor research to analyze their product offerings, marketing methods and target segments
- Evaluate the past customer data and do their demographic and interest profiling
- Analyze past campaign's data to find the best performing campaigns and digital marketing channels
- Set-up digital marketing goals based on organization's objectives
- Set-up and allocate the budget for each digital marketing channel such as social media marketing, email marketing, search engine marketing etc.
- Define key performance indicators for each digital marketing channel to measure their performance
- Define the frequency of digital marketing reports to be shared with the key stakeholders

### **Module 3: Plan and conduct digital marketing campaigns**

#### **THEORY & PRACTICAL**

- Identify the requirements to conduct the campaigns such as image creatives, online tools, landing pages, videos, advertising copies etc.
- Set the deadlines for the implementation of digital marketing campaigns based on the available resources
- Delegate the campaign set-up tasks to the team members based on their skill sets and expertise

- Monitor the progress of campaign implementation to ensure timely completion
- Prioritize the campaign tasks based on its impact on achieving the organization goals
- Test the set-up of campaigns to ensure there are no errors in campaign implementation
- Review the campaign set-up metrics such as audience targeting, advertising format, tracking and scheduling of all campaigns
- Review the budget allocations for different campaigns as per the defined plan

### **Module 4: Optimize campaign's performance and expenditure**

#### **THEORY & PRACTICAL**

- Analyze the performance of campaigns and track metrics such as impressions, engagements, reach, conversion rates, Return on Investment (ROI) etc.
- Create a comparison report based on the performance of digital marketing campaigns on different channels
- Remove the low performing keywords with low conversion rates and click-through rates
- Evaluate the bids for best performing keywords with highest click-through rates and Return on Investment (ROI)
- Track the keyword analysis report to analyze their performance
- Identify best advertising creatives and text copies by doing split-testing
- Update campaign scheduling based on the most active hour of the day
- Update the campaign budgets based on their performance and conversion rates

### **Module 5: Measure and report the performance of digital marketing campaigns**

#### **THEORY & PRACTICAL**

- Measure the overall impact of digital marketing campaigns on key performance metrics such as sales, enquiries and Return on Investment (ROI)
- Measure the performance of all digital marketing campaigns against the defined goals and objectives
- Document a report including key performance metrics of all digital marketing campaigns such as impressions, click-through rates, cost per click, cost per lead, conversion rates, etc
- Create summary report for the impact of digital marketing campaigns on the overall revenue and sales growth using the web analytics tools
- Track the performance of individual keywords in the search campaigns
- Use web analytics tools to analyze data such as website traffic and conversions
- Present the campaign performance and optimization reports to the stakeholders
- Create MIS reports from the data provided by the digital advertising platforms for the key stakeholders

## **Module 6: Manage a team of marketing executives and their performance**

### **THEORY & PRACTICAL**

- Define the tasks clearly for the team members and delegate it to them based on their skill set and expertise
- Brief the team members about the high level goals and expected outcomes from the campaigns
- Define the key performance indicators (KPIs) for each team member to measure their performance
- Set the task completion deadlines for each team member
- Monitor the work done by the team members in terms of quality and execution speed
- Analyze the quality of the work of the team members and share constructive feedback
- Identify key improvement areas of the team members and provide necessary training to improve their efficiency
- Support innovation within the team and encourage them to share new ideas to improve overall process and achieve better results
- Motivate the team members by appreciating their work and recognizing their efforts

## **Module 7: Maintain workplace health and safety**

### **THEORY & PRACTICAL**

- Maintain a healthy, safe and secure working environment by identifying the relevant people responsible for health and safety, identifying risks, following emergency procedures etc.
- Use first aid kit when needed and keep oneself informed on first aid procedures.
- Participate in organization health and safety knowledge sessions and drills.
- Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency.
- Identify security signals like fire alarms and places such as staircases, fire warden stations, first aid and medical rooms.
- Identify aspects of your workplace that could cause potential risk to own and others health and safety.
- Ensure one's own personal health and safety, and that of others in the workplace by following precautionary measures.
- Report hazards outside one's authority to the relevant person in line with organizational procedures and warn other people who may be affected by these hazards.
- Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard.