

STC in Advanced Digital Marketing		
Session 1	<ul style="list-style-type: none"> ● Understanding the role and importance of digital media in today's new digital age: ● What is Digital Media ● What role does digital media play in today's scenario ● Importance and need for digital media 	2 Hrs
Session 2	<ul style="list-style-type: none"> ● Understanding different digital platforms and their specific roles in the industry ● What are the different platforms in the digital media ● What role does each platform play ● How to use these platforms effectively 	2 Hrs
Session 3 And Session 4	<ul style="list-style-type: none"> ● Facebook Marketing <ul style="list-style-type: none"> - What is Facebook - What is the purpose - How is it different than other platforms - Facebook personal profile optimization - How to effectively leverage Facebook communities - How to use Business pages for promotions 	4 hrs
Session 5 And Session 6	<ul style="list-style-type: none"> ● Instagram Marketing <ul style="list-style-type: none"> - What is Instagram - Understanding different account types; Business, Personal, Creators - Profile optimization - What content works on Instagram - Hashtag strategy - How to leverage Reels and stories for engagement on the pages - How to run paid campaigns - How to do collabs, influencer marketing on Instagram 	4 hrs
Session 7	<ul style="list-style-type: none"> ● : LinkedIn & Twitter Marketing ● LinkedIn: <ul style="list-style-type: none"> - What is LinkedIn - How is LinkedIn different than other platforms - How to optimise the LinkedIn profile for getting job opportunities, freelance projects and assignments - How does recommendations work on LinkedIn - How to connect with influential people on LinkedIn - Unleashing the power of LinkedIn communities 	2 Hrs
Session 8	<p>Twitter:</p> <ul style="list-style-type: none"> - What is Twitter - Profile optimization on twitter - What kind of content works on twitter 	2 hrs

	- How to use Twitter for brand building	
Session 9	Personal Branding & Digital PR - What is personal branding - Importance of personal branding - How to build a good personal brand on digital media - Different platforms and techniques for personal branding - How does print and digital PR work - How to get featured in newspapers, magazines and online portals without spending a lot of money - How to approach media houses for digital and print PR	2 Hrs
Session 10 And Session 11	Effective Designing (Learn to make your own presentations, portfolios, videos, resumes and more) - How to make attractive powerpoint presentations - How to make animated videos - How to make effective posters, banners, visiting cards, portfolios - How to make good social media creatives - How to make LinkedIn, Facebook and Twitter banners - How to make various digital collaterals	4 Hrs
Session 12	Content Marketing (Learn all about the different type of content types that work on the digital platform) - What is content marketing - Importance of content marketing - What kind of content works on different platforms - How to create good content that engages with the audience - Some platforms that help in writing good content	2 Hrs
Session 13	Learn the role effective networking and collaborations - What is networking - Why networking is important - How does online and offline networking work - How does networking help in getting more work opportunities - How networking helps in connecting with right people online - How to effectively collaborate online and offline for growth	2 HRs
Session 14 and Session 15	Case studies and presentations (By Students on the Topics Assigned)	4 Hrs

