

SYBMS - Short Term course in Unleashing the Power of Digital Marketing

(15 Sessions of 2 Hrs each)

Day 1: What is Digital Media and its importance

- About digital media - Introduction
- When did it all start
- How has the world changed
- Its importance in every sphere

Day 2: Understanding the role of different digital platforms

- Different digital platforms - basics
- Purpose of each digital platform
- Importance of each digital platform
- Important features

Day 3: Difference between Digital and Traditional marketing

- What is digital marketing
- What is traditional marketing
- Difference between digital and traditional marketing
- Pros and cons of digital and traditional marketing

Day 4: Learn about some important tools for research, ideation, freelance work opportunities, content ideas, collaborative working platforms, etc

- What is research actually?
- How to research
- Research tools
- How to look for freelance work opportunities
- Different platforms for content research
- Basics of collaborative working platforms

Day 5: Benefits of Social Media

- What is social media
- Benefits of social media
- How it can be used effectively by every individual in a positive manner

Day 6: Misuses of Social Media

- Various frauds/crimes happening on social media
- How to stay away from these hazards
- What to do when in trouble

Day 7: Basics of Facebook

- Purpose of Facebook
- Different features and how it can be used for your benefit
- How to explore effective networking
- How to join good fb communities and connect with mentors

Day 8: Basics of Instagram

- Purpose of Instagram
- Different features and how it can be used for your benefit
- How it can be used to showcase hobby, talent, social cause, etc

Day 9: Basics of LinkedIn

- Purpose of LinkedIn
- Different features and how it can be used for your benefit
- How to look for jobs and freelance work opportunities
- How to connect with influential people

Day 10: Effective Designing (Learn to make your own presentations, portfolios, videos, resumes and more)

- How to make effective presentations
- How to make online collaterals like posters, leaflets
- How to make social media creatives
- How to make good videos

Day 11: Different career opportunities in the space of Digital Marketing

- What kind of career opportunities can be explored in Digital Marketing
- Road map for each of these opportunities
- Pre-Requisites

Day 12: Skills required to become a successful Digital Marketer

- Different skills required to become a successful Digital Marketer
- How to acquire those skills

Day 13: Learn the role effective networking

- Importance of effective networking
- Ways to effectively network with different kind of people online
- How to connect and network with industry leaders

Day 14 & Day 15: Case studies and presentations by the students