

## **DIGITAL MARKETING & SEO**

### ***Course curriculum***

- 1) Introduction to Digital Marketing
- 2) Search Engine Optimization (SEO)
- 3) Search Engine Marketing (SEM)
- 4) Pay-per-Click (PPC) Advertising
- 5) Content Marketing
- 6) Email Marketing
- 7) Digital Display Advertising
- 8) Social Media Marketing
- 9) Mobile Marketing
- 10) Affiliate Marketing
- 11) Google AdWords, Facebook Ads, Twitter Ads, Instagram Ads, LinkedIn Ads
- 12) Tracking & Analytics
- 13) Strategy & Planning