

Smart Professional - Digital Marketing (OV-5036)

| Duration: | 12 Months* | Fee: | LUMP SUM | INSTALLMENT | | | | | | |
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| Eligibility: | 10 th /Undergraduates/ Graduates/ BBA / MBA / working professionals | | | | | | | | | |
| Job opportunities: | Smart Pro Digital Marketing gives you the required training to build a successful career as: <ul style="list-style-type: none"> ➤ SEO professional ➤ Digital marketing professional ➤ Data analytics professional ➤ SMO specialist | | | | | | | | | |
| Evaluation Strategy: | <p style="text-align: center;">Award of Grades</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>PASS</th> <th>CREDIT</th> <th>DISTINCTION</th> </tr> </thead> <tbody> <tr> <td>Overall Weighted Marks >= 40% but < 60% qualifies for PASS</td> <td>Overall Weighted Marks >= 60% but < 75% qualifies for CREDIT</td> <td>Overall Weighted Marks >= 75% but < 60% qualifies for DISTINCTION</td> </tr> </tbody> </table> <p>Note: To attain a PASS/CREDIT/DISTINCTION grade, a student should achieve at least 40% in Final Examination; otherwise he/she will be declared as 'Referred'.</p> | | | | PASS | CREDIT | DISTINCTION | Overall Weighted Marks >= 40% but < 60% qualifies for PASS | Overall Weighted Marks >= 60% but < 75% qualifies for CREDIT | Overall Weighted Marks >= 75% but < 60% qualifies for DISTINCTION |
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| Learner's Guide (eBook) | <p style="text-align: center;">Course Content</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffd700;">HTML5, CSS, and Javascript</th> <th style="background-color: #ffd700;">AngularJS</th> </tr> </thead> <tbody> <tr> <td> 1. List the uses of HTML 2. Describe the structure of a HTML document 3. Understand the working of CSS 4. Describe the various JavaScript elements 5. Create HTML documents 6. Understand HTML element markup 7. Describe working with sections, tables, forms, and input validation 8. Explain CSS Selectors 9. Use borders and backgrounds 10. Create layouts and styles 11. Implement transitions, animations and transforms 12. Explain other CSS properties and features 13. Explain DOM 14. Work with the Window object 15. Work with DOM Elements 16. Work with Events 17. Use the Element-Specific Objects 18. Explain the basics of jQuery and its usage with Bootstrap 19. Explain the Canvas 20. Use drag and drop 21. Use Geolocation 22. Use Web Storage 23. Create offline applications </td> <td> 1. Web development using AngularJS 2. RESTful services in AngularJS 3. Basics of communication with server 4. Dependency Injection DI in AngularJS 5. Factory and Service in AngularJS 6. Dynamic templates in AngularJS 7. Building Single Page Applications (SPAs) using AngularJS </td> </tr> </tbody> </table> | | | | HTML5, CSS, and Javascript | AngularJS | 1. List the uses of HTML 2. Describe the structure of a HTML document 3. Understand the working of CSS 4. Describe the various JavaScript elements 5. Create HTML documents 6. Understand HTML element markup 7. Describe working with sections, tables, forms, and input validation 8. Explain CSS Selectors 9. Use borders and backgrounds 10. Create layouts and styles 11. Implement transitions, animations and transforms 12. Explain other CSS properties and features 13. Explain DOM 14. Work with the Window object 15. Work with DOM Elements 16. Work with Events 17. Use the Element-Specific Objects 18. Explain the basics of jQuery and its usage with Bootstrap 19. Explain the Canvas 20. Use drag and drop 21. Use Geolocation 22. Use Web Storage 23. Create offline applications | 1. Web development using AngularJS 2. RESTful services in AngularJS 3. Basics of communication with server 4. Dependency Injection DI in AngularJS 5. Factory and Service in AngularJS 6. Dynamic templates in AngularJS 7. Building Single Page Applications (SPAs) using AngularJS | | |
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UI/UX for Responsive Design

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| <ol style="list-style-type: none">1. Define User Interface (UI) and User Interface design2. List and explain the different elements of User Interface Design3. Describe the principles of User Interface Design4. Describe the types of User Interface Design5. Explain the User Interface Design process6. Describe the models in User Interface Design7. Define User Experience (UX) and User Experience Design8. Describe the difference between UI and UX9. Describe the different elements of UX Design10. Explain the significance of UX11. List and explain the principles of User Experience Design12. Describe the best practices in User Experience Design13. Define Responsive UI design14. Describe the evolution of RWD15. Describe the importance of Progressive Enhancement16. Outline the differences between Graceful Degradation and Progressive Enhancement17. Explain the RWD Workflow18. Describe the significance of RWD | <ol style="list-style-type: none">19. Explain the strategies for RWD in mobile phones, Android based devices, and laptops20. Describe the need for content strategy in RWD21. Describe the importance of content audit22. Explain the performance optimization for a mobile-friendly site23. Explain the difference between responsive and adaptive Website designs24. Define Breakpoints25. Describe Navigation Drawers26. Describe Stacked Pagination27. Explain Fluid Images28. Define Bottom Bar29. Define Top Bar30. Define Front Action Calls31. Explain Short and Simple Menus32. Describe usability studies33. Explain the importance of usability studies34. List the steps for testing in usability studies35. Describe usability studies for Responsive Web Design |
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Working with MySQL

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| <ol style="list-style-type: none">1. List the features of MySQL.2. State the advantages of MySQL over other RDBMS.3. Compare MySQL with other RDBMS.4. State the advantages of PHP in MySQL.5. Explain open source software licenses.6. Explain the various distribution options of MySQL.7. Explain the installation process of MySQL on Microsoft Windows.8. Explain the installation process of MySQL on Red Hat Enterprise Linux.9. Explain the configuration process of MySQL using Scripts.10. Explain initialization of MySQL at startup.11. Explain database.12. Explain the data types.13. Identify the different types of data.14. Explain the creation of a table.15. Explain Normalization.16. Identify the different forms of normalization.17. Explain Indexes and Referential Integrity.18. Describe the commands to view and alter a database.19. Explain the commands to retrieve data from a table.20. Describe the commands to modify the table definitions.21. Describe the commands to delete the table definitions.22. Explain the use of keys in a table23. Explain the use of indexes in a table24. Explain modification of tables25. Explain the use of the ORDER BY command26. Explain the use of the GROUP BY command27. Explain the different types of table joins in MySQL | <ol style="list-style-type: none">28. Explain the use of Equi-Join29. Explain the use of Inner Join30. Explain the use of Outer-Join31. Explain the use of Self-Join32. Explain the use of multiple SELECT queries in a single SELECT query33. Explain the use of UNION with the query34. Use the functions in MySQL.35. Describe the use of System Information functions in MySQL.36. Describe the creation of user accounts in MySQL.37. Identify the privileges in MySQL.38. Explain the privileges present in MySQL.39. Explain the commands for setting up of restrictions in MySQL.40. Describe the new features and enhancements added to MySQL 5.7.41. Explain Geospatial data and how to use it in MySQL.42. List and describe spatial data types in MySQL.43. Identify JSON Data types.44. Describe Stored Procedures.45. Explain transactions and how to handle them.46. Explain the impact of transactions on performance.47. Describe MySQL support for different languages and timezone.48. Describe Performance Optimization.49. Describe Query related functions.50. Explain capability of MySQL for scaling and availability.51. Explain how to perform data management using replication.52. Describe concepts of partitioning in MySQL.53. Describe concepts of Storage Systems and Management. |
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Working with Content Management System (Wordpress)

1. Learn the basics of Content Management System
2. Understand WordPress Installation and Configuration
3. Understand how to select and Install Themes
4. Learn to work with Themes
5. Learn to create Posts and Pages
6. Explain process of creating Media and Menus
7. Understand process of Publishing
8. Learn to create Posts, Pages, Media, and Image Galleries

| Web Application Development using PHP | Laravel Framework for Web Applications with PHP |
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| <ol style="list-style-type: none"> 1. Understand the need and history of PHP 2. Configure PHP 7 3. Learn the new features of PHP 7 4. Use Form Handling in PHP 5. Use Variables and Expressions in PHP 6. Use various types of operators in PHP 7. Use conditional and flow control statements in PHP 8. Use functions in PHP 9. Create and use arrays in PHP 10. Describe usage of scalar type declarations in PHP programs 11. Describe usage of anonymous classes in PHP programs. 12. Implement database management in PHP 13. Use cookies in PHP 14. Perform session management in PHP 15. Manage e-mails using PHP 16. Explain OOPS concepts 17. Explain generators and generator return expressions 18. Configure PHP 7.0.4 19. Explain exception handling and changes in exceptions in PHP 7 | <ol style="list-style-type: none"> 1. Describe the Laravel framework 2. Describe the need for frameworks 3. Describe the features of Laravel 4. View the Laravel Directory structure 5. Create a simple Web application using fundamentals of Laravel. 6. Understand how to use Routes to serve different Web pages. 7. Learn how Views can enhance presentation of an application. 8. Use the Blade Templating Engine. 9. Describe the functionalities offered by Eloquent Object Relational Mapping (ORM) |

Project- PHP Web Application Development

| Marketing Principles | |
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| <ol style="list-style-type: none"> 1. Define marketing 2. Understand the factors that affect consumer behavior 3. Design a marketing strategy 4. Prepare a marketing program 5. Understand the various promotional tools and their contribution to the overall marketing plan 6. Determine promotions mix strategies 7. Explain the steps involved in implementing a marketing plan 8. Review the communication process 9. Understand the steps in creating effective communication 10. Test and evaluate message effectiveness 11. Understand how to select the correct media channel 12. Analyze ways to optimize promotion mix 13. Evaluate budgeting methodologies | <ol style="list-style-type: none"> 15. Understand digital marketing and its evolution 16. Understand the increasing role of digital media in the current marketing 17. scenario 18. Analyze the importance or role of Search Engine Optimization (SEO), Search Engine Marketing 19. (SEM), display/video advertising, Social Media Marketing (SMM), mobile marketing, and Email marketing 20. Make good use of various digital marketing channels by brands to meet their business objectives 21. and potential risks that need to be planned 22. Review the case study for benefits of digital marketing 23. Understand the risks in digital marketing |

Search Marketing

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| <ul style="list-style-type: none">1. Describe search marketing2. Explain the importance of search marketing3. Explain search marketing success stories4. Describe the terminologies relevant to search marketing5. Explain how search engines evolved6. Describe the search landscape and the mechanics of search engines7. Explain how online search engines, such as Google, Bing, Yahoo and Baidu work8. Define the stages of search marketing strategy9. Explain the importance of keywords and the different matching options10. available11. Elaborate the payment system of AdWords based on budgets and bidding12. Describe how to choose a Search Engine Marketing (SEM) platform/software13. Describe the process of search14. Explain how to use the Google Search Network and create an account15. Describe Yahoo, Bing, and Baidu search network and the steps used to create accounts | <ul style="list-style-type: none">16. Explain various other popular search networks17. Outline the concept of organic listings18. Explain how free search listings work19. Explain how to improve Organic Search Performance of a Website20. Explain the concept of Paid Search Listings21. Describe Paid Search strategy and related metrics22. Demonstrate how to buy ads on major search networks23. Explain the process involved in creating campaigns with Google AdWords and Bing24. Describe the process involved in creating text ads in Google AdWords25. Elaborate the process involved in creating Bing Ads26. Outline the tips and best practices for campaigns and ad creations27. Describe campaign tracking28. Explain how to report ads in Bing Ads29. Elaborate the process of evaluating the results30. Explain universal event tracking in Bing Ads |
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Search Optimization

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| <ul style="list-style-type: none">1. Define Search Engine Optimization (SEO)2. Explain the importance of SEO3. Outline the origin of SEO4. Elaborate the basics of SEO5. Define the general terminologies related to SEO6. Explain the concept of search engines7. Demonstrate the use of various Search Engine Tools8. Identify various myths and misconceptions about search and search engines9. Outline the concept of Local Search Engines10. Describe the future of search engines11. Explain keyword basics and niche keywords12. Explain long tail keywords13. Explain the different keyword research tools14. List the limitations of keyword tools15. Determine a keyword's commercial intent16. Explain the importance of link building17. List the different types of links18. Outline link building strategies19. Explain the link building tactics20. Describe how to build links21. Outline the concept of SEO strategy22. Describe how to create an SEO strategy23. Identify various effective SEO strategies24. Describe SEO strategies to improve user interaction | <ul style="list-style-type: none">25. Explain the SEO strategy for various search engines26. Demonstrate how to adapt SEO strategy to Search Engine Updates27. Describe the basic SEO tactics28. Explain the SEO techniques29. Explain the SEO tactics for content creators30. Define the tactics for social strategy31. Explain SEO for mobile phones32. Describe advanced SEO tactics for increased traffic and conversions33. Explain the process of optimization of Website for search engines34. Describe the design and development of an engine friendly site35. Explain how to optimize Website for Google and Bing/Yahoo search36. List various SEO recommendations37. List various SEO do's and don'ts for Websites38. Identify various online tools to assess the performance of the Website39. Outline the concept of local SEO for the Website40. Outline SEO Progress41. Describe the key metrics42. Explain the use of SEO tools to evaluate key metrics43. Outline the future of SEO |
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Email Marketing

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| <ul style="list-style-type: none">1. Examine email marketing and its importance2. Explain the role of email marketing in remarketing3. Examine the basics of email marketing such as list building, crafting the right email, and email marketing platforms/tools that can be used |
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Adwords (Display Advertising, Search Advertising, Mobile Advertising, Video Advertising)

1. Gain an in-depth understanding of different channels of Google Ads Network such as Search, Display, Mobile & Video.
2. Master the Google AdWords interface, to open and manage AdWords account.
3. Formulate, plan and execute different types campaigns using Google Ads Network
4. Gain an in-depth understanding about different types of biddings methods and bidding strategies
5. Master different ways to target user via different channels to market & remarket your product

Analytics

1. Identify tools for conducting Web analytics
2. Define basic terminology used in Web analytics
3. Detail the different aspects of Audience reports
4. Describe the benefit of using Acquisition reports
5. Examine the performance of AdWords campaigns
6. Examine the performance of Web properties through organic search
7. Describe the key terms related to evaluating ecommerce analytics reports
8. Set up ecommerce tracking in Google Analytics
9. Describe different types of ecommerce goals that can be tracked
10. Examine the different goal reports offered by Google Analytics
11. Describe the benefit of Ecommerce reports
12. Identify the different types of Ecommerce reports offered by Google Analytics
13. Describe marketing reports generated within Google Analytics
14. Define multi-channel funnels for conversions offered by Google Analytics

Project (Digital Marketing)**Documents Required:**

1. All educational certificates
2. Age proof
3. Residential address proof (Permanent and Current)
4. Two Passport size Photograph



Pay your fee Offline as well as Online, For Online Payment Scan QR Code