



® Aptech Learning Darbhanga

1st Floor, Captain Complex, Near Naka 5

Darbhanga, Bihar, Pin - 846004.

M: +91-7061605941, 8420092738

E: aptechdarbhanga@gmail.com

admission@aptechdarbhanga.com

www.aptechdarbhanga.com

Smart Professional - Digital Marketing (OV-5036)				
Duration:	12 Months*	Fee:	LUMP SUM	INSTALLMENT
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:	Award of Grades			
	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	
	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’.			
Learner’s Guide (eBook)	Course Content			
	HTML5, CSS, and Javascript		AngularJS	
	<ul style="list-style-type: none">1. List the uses of HTML2. Describe the structure of a HTML document3. Understand the working of CSS4. Describe the various JavaScript elements5. Create HTML documents6. Understand HTML element markup7. Describe working with sections, tables, forms, and input validation8. Explain CSS Selectors9. Use borders and backgrounds10. Create layouts and styles11. Implement transitions, animations and transforms12. Explain other CSS properties and features13. Explain DOM14. Work with the Window object15. Work with DOM Elements16. Work with Events17. Use the Element-Specific Objects18. Explain the basics of jQuery and its usage with Bootstrap19. Explain the Canvas20. Use drag and drop21. Use Geolocation22. Use Web Storage23. Create offline applications		<ul style="list-style-type: none">1. Web development using AngularJS2. RESTful services in AngularJS3. Basics of communication with server4. Dependency Injection DI in AngularJS5. Factory and Service in AngularJS6. Dynamic templates in AngularJS7. Building Single Page Applications (SPAs) using AngularJS	

UI/UX for Responsive Design

1. Define User Interface (UI) and User Interface design
2. List and explain the different elements of User Interface Design
3. Describe the principles of User Interface Design
4. Describe the types of User Interface Design
5. Explain the User Interface Design process
6. Describe the models in User Interface Design
7. Define User Experience (UX) and User Experience Design
8. Describe the difference between UI and UX
9. Describe the different elements of UX Design
10. Explain the significance of UX
11. List and explain the principles of User Experience Design
12. Describe the best practices in User Experience Design
13. Define Responsive UI design
14. Describe the evolution of RWD
15. Describe the importance of Progressive Enhancement
16. Outline the differences between Graceful Degradation and Progressive Enhancement
17. Explain the RWD Workflow
18. Describe the significance of RWD
19. Explain the strategies for RWD in mobile phones, Android based devices, and laptops
20. Describe the need for content strategy in RWD
21. Describe the importance of content audit
22. Explain the performance optimization for a mobile-friendly site
23. Explain the difference between responsive and adaptive Website designs
24. Define Breakpoints
25. Describe Navigation Drawers
26. Describe Stacked Pagination
27. Explain Fluid Images
28. Define Bottom Bar
29. Describe Top Bar
30. Define Front Action Calls
31. Explain Short and Simple Menus
32. Describe usability studies
33. Explain the importance of usability studies
34. List the steps for testing in usability studies
35. Describe usability studies for Responsive Web Design

Working with MySQL

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 table
23. Explain the use of indexes in a table
24. Explain modification of tables
25. Explain the use of the ORDER BY command
26. Explain the use of the GROUP BY command
27. Explain the different types of table joins in MySQL
28. Explain the use of Equi-Join
29. Explain the use of Inner Join
30. Explain the use of Outer-Join
31. Explain the use of Self-Join
32. Explain the use of multiple SELECT queries in a single SELECT query
33. Explain the use of UNION with the query
34. 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.

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

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

Laravel Framework for Web Applications with PHP

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

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
14. Understand digital marketing and its evolution
15. Understand the increasing role of digital media in the current marketing scenario
16. Analyze the importance or role of Search Engine Optimization (SEO), Search Engine Marketing
17. (SEM), display/video advertising, Social Media Marketing (SMM), mobile marketing, and Email marketing
18. Make good use of various digital marketing channels by brands to meet their business objectives
19. and potential risks that need to be planned
20. Review the case study for benefits of digital marketing
21. Understand the risks in digital marketing

Search Marketing

1. Describe search marketing
2. Explain the importance of search marketing
3. Explain search marketing success stories
4. Describe the terminologies relevant to search marketing
5. Explain how search engines evolved
6. Describe the search landscape and the mechanics of search engines
7. Explain how online search engines, such as Google, Bing, Yahoo and Baidu work
8. Define the stages of search marketing strategy
9. Explain the importance of keywords and the different matching options
10. available
11. Elaborate the payment system of AdWords based on budgets and bidding
12. Describe how to choose a Search Engine Marketing (SEM) platform/software
13. Describe the process of search
14. Explain how to use the Google Search Network and create an account
15. Describe Yahoo, Bing, and Baidu search network and the steps used to create accounts
16. Explain various other popular search networks
17. Outline the concept of organic listings
18. Explain how free search listings work
19. Explain how to improve Organic Search Performance of a Website
20. Explain the concept of Paid Search Listings
21. Describe Paid Search strategy and related metrics
22. Demonstrate how to buy ads on major search networks
23. Explain the process involved in creating campaigns with Google AdWords and
24. Bing
25. Describe the process involved in creating text ads in Google AdWords
26. Elaborate the process involved in creating Bing Ads
27. Outline the tips and best practices for campaigns and ad creations
28. Describe campaign tracking
29. Explain how to report ads in Bing Ads
30. Elaborate the process of evaluating the results
31. Explain universal event tracking in Bing Ads

Search Optimization

1. Define Search Engine Optimization (SEO)
2. Explain the importance of SEO
3. Outline the origin of SEO
4. Elaborate the basics of SEO
5. Define the general terminologies related to SEO
6. Explain the concept of search engines
7. Demonstrate the use of various Search Engine Tools
8. Identify various myths and misconceptions about search and search engines
9. Outline the concept of Local Search Engines
10. Describe the future of search engines
11. Explain keyword basics and niche keywords
12. Explain long tail keywords
13. Explain the different keyword research tools
14. List the limitations of keyword tools
15. Determine a keyword's commercial intent
16. Explain the importance of link building
17. List the different types of links
18. Outline link building strategies
19. Explain the link building tactics
20. Describe how to build links
21. Outline the concept of SEO strategy
22. Describe how to create an SEO strategy
23. Identify various effective SEO strategies
24. Describe SEO strategies to improve user interaction
25. Explain the SEO strategy for various search engines
26. Demonstrate how to adapt SEO strategy to Search Engine Updates
27. Describe the basic SEO tactics
28. Explain the SEO techniques
29. Explain the SEO tactics for content creators
30. Define the tactics for social strategy
31. Explain SEO for mobile phones
32. Describe advanced SEO tactics for increased traffic and conversions
33. Explain the process of optimization of Website for search engines
34. Describe the design and development of an engine friendly site
35. Explain how to optimize Website for Google and Bing/Yahoo search
36. List various SEO recommendations
37. List various SEO do's and don'ts for Websites
38. Identify various online tools to assess the performance of the Website
39. Outline the concept of local SEO for the Website
40. Outline SEO Progress
41. Describe the key metrics
42. Explain the use of SEO tools to evaluate key metrics
43. Outline the future of SEO

Email Marketing

1. Examine email marketing and its importance
2. Explain the role of email marketing in remarketing
3. Examine the basics of email marketing such as list building, crafting the right email, and email marketing platforms/tools that can be used

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 biding 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