Foundations of Digital Marketing

OVERALL COURSE OBJECTIVE:	1. Analyze the evolution of digital systems the role of foundational digital communication tools in shaping modern marketing practices.
	2. Construct content-driven web interfaces using narrative structures, user-centric principles, and digital fluency to enhance engagement.
	3. Formulate targeted social media content that aligns with platform conventions, branding goals, and audience-specific engagement models.
	4. Evaluate user search behavior and engineer search-optimized content through SEO principles, intent mapping, and data-driven relevance analysis.
	5. Create structured, measurable, and data-informed email marketing campaigns, applying segmentation, personalization, and performance analytics.
	6. Develop, synthesize, and assess comprehensive digital marketing strategies using measurable impact frameworks, including KPIs and iterative optimization cycles.

LEARNING OUTCOME:	1. Interpret the evolution of digital systems and articulate the value of foundational tools for communication
	2. Design content-driven web interfaces applying narrative structure and digital fluency
	3. Formulate targeted social media content aligned with platform conventions and branding goals
	4. Analyze search behavior and create optimized content for visibility
	5. Create structured, data-informed email campaigns with measurable objectives
	6. Construct comprehensive digital marketing strategies with measurable impact frameworks

MODULE WISE COURSE CONTENT AND OUTCOME				
SL.NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Conceptual Foundations of Digital Skills & Marketing	Paradigm shift from traditional to digital media; exploration of digital tools (Google Workspace, Canva, Zoom)	Interpret the evolution of digital systems and articulate the value of foundational tools for communication	6
2	Website Architecture & Content Synthesis	Website structure, blog composition, CMS navigation (WordPress/ Blogger)	Design content-driven web interfaces applying narrative structure and digital fluency	7
3	Social Media Strategy & Identity Building	Branding principles, content strategy, platform algorithms (Facebook, Instagram, LinkedIn)	Formulate targeted social media content aligned with platform conventions and branding goals	10
4	Search Engine Optimization (SEO) Fundamentals	Keyword logic, metadata, content optimization techniques	Analyze search behaviour and engineer optimized content for visibility	7

5	Email Campaigns & Personalization Tactics	Segmentation, campaign setup (Mailchimp), performance analytics	Create structured, data-informed email campaigns with measurable objectives	7
6	Integrated Campaign Planning & Execution	Strategic alignment of objectives, channel selection, evaluation metrics	Construct comprehensive digital marketing strategies with measurable impact frameworks	8