**Curriculum plan (Odd Semester 2025-26)**

**Teacher Name: Rakhi Solanki**

**Subject : Skill Enhancement Course**

**Paper name: Digital Marketing**

**Semester : III**

**Shared With: Phunchook Dolkar**

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| **Unit to be taken** | **Month wise schedule to be followed** | **Tests/Assignments/ Revision/Presentations etc** |
| UNIT III:  **Social Media Marketing and Display Marketing Social Media Marketing**: Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)  Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy. | August | Continuous Assessment will be taken in the form of Assignments and tests |
| UNIT IV**: Search Engine Marketing:** Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI’s 5P Customer Search Insights Model.  Search Engine Optimization: Overview of SEO Process; Goal Setting-Types.  On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects- Compatibility, Structured Data Markup.  Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques  Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension | September and October | Continuous Assessment will be taken in the form of Assignments and tests |
| Presentations | November | Power Point Presentations and Viva will be taken from the students for the Assessment |