

Certificate Course in Digital Marketing :-

Job Available

Digital Marketing Executive

Digital Marketing Manager

Digital Marketing Expert

SEO Executives

Online Digital Marketing

Marketing Assistant

Internet Marketing

Duration :- 6 Month

Syllabus :-

I. Marketing Concepts :-

1. Marketing concept
2. Concept of a need and want
3. Market /societal concept
4. Product concept
5. Exchange concept
6. Production concept
7. Promotional concept
8. Distributional concept
9. Concept of Consumerism
10. Organizational synergy

II. Google Marketing Tools :-

1. Google My Business
2. Google Ad Words
3. Google Docs, Sheets, Slides & Forms
4. Google Drive
5. Google Calendar
6. YouTube

III. Social Media for Marketing :-

1. Face book
2. Google+
3. Twitter
4. LinkedIn

IV. Creative Local Marketing Ideas :-

1. Promote Your Latest Customer Reviews on Face book
2. Promote Your Content on Face book to Your Local Audience
3. Use Remarketing to Generate Reviews
4. Build Guides for Local Activities
5. Marketing Planning
6. Marketing Materials
7. Direct Mail
8. Advertising
9. Relationship Building
10. Blog

V. Introduction to Online Marketing :-

1. Internet Marketing Foundations
2. Search Engine Optimization (SEO) Practitioner
3. Content Marketing
4. Social Media Practitioner
5. Mobile Marketing Practitioner
6. Pay Per Click (PPC) Practitioner
7. Conversion Optimization Practitioner
8. Web Analytics Practitioner
9. Display Advertising
10. Email Marketing

Question 1

Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:

- a) Digital marketing.
- b) Interactive marketing.
- c) Direct marketing.
- d) Electronic marketing.

Question 2

Which of the following is **not** a type of digital marketing activity?

- a) Email marketing.
- b) Social web marketing.
- c) Print advert.
- d) Viral marketing.

Question 3

Is a form of marketing communications that uses the internet for the purpose of advertising-delivering marketing messages to increase website traffic (i.e. click-through) and encourage product trial, purchase, and repeat purchase activity (i.e. conversion)..

- a) Internet marketing
- b) Search marketing
- c) Email marketing
- d) Mobile marketing

Question 4

In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

- a) Web 2.0.
- b) Web 1.0.
- c) Web publishing.
- d) Static web.

Question 5

The development of digital media and the rise of Web 2.0 (i.e. the social web) technology saw a further evolution in marketing away from a hierarchical one-sided mass communication model. Web 2.0 used more participatory technologies, (e.g. social channels and online communities), rather than just information or transactional channels. What is the focus of this social web?

- a) Marketer.
- b) User.
- c) System.
- d) Web platform.

Question 6

A form of marketing communications that uses Internet-based resources for the purpose of advertising, delivering messages to drive traffic to a website ('click-through rate') and also encourage trial, purchase, or repeat-purchase activity is called:

- a) Search marketing.
- b) E-mail marketing.
- c) Internet advertising.
- d) Social web marketing.

Question 7

An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called:

- a) Search Engine Optimization (SEO).
- b) Contextual Advertising.
- c) Digital Asset Optimization (DAO).
- d) Pay Per Click (PPC).

Question 8

A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:

- a) Search marketing.
- b) Internet advertising.
- c) Permission-based email marketing.
- d) Social web marketing.

Question 9

Is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.

- a) Pay Per Click (PPC)
- b) Digital Asset Optimization (DAO)
- c) Social Media Marketing (SMM)
- d) Search Engine Optimization (SEO)

Question 10

Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking.

- a) location-based targeting
- b) wide coverage
- c) mass distribution
- d) interest group setting