

Gopal Narayan Singh University
Faculty of Information Technology

Course Name: Digital Marketing Essentials

Total duration: 30 hours

Course Code: DM101

Course Objective: To equip students with the foundational knowledge of digital marketing strategies, tools, and platforms to promote businesses online.

Unit 1: Introduction to Digital Marketing 6 hours

Overview of digital marketing, Digital marketing channels, Key performance indicators (KPIs)

Unit 2: Search Engine Optimization (SEO) 6 hours

Keyword research, On-page and off-page SEO, SEO tools and techniques

Unit 3: Social Media Marketing 6 hours

Social media platforms and strategies, Paid advertising on social media, Content planning and audience engagement

Unit 4: Email Marketing and Automation 6 hours

Email marketing tools, Creating effective email campaigns, Automation and list segmentation

Unit 5: Analytics and Performance Tracking 6 hours

Google Analytics, Campaign tracking and optimization, Reporting and ROI measurement


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