Certification Examination Regulations and Course Discription

This Certification Examination Regulations of the Steinbeis+Academy
applies to the following course on the basis of the valid Framework for the Implementation of Certificate
Courses (RZLG) in the current version.

Course title	Advanced Digital Marketing				

Fields of competences	Management	Personality Development	Education Management	Healthcare	Technology
	X				

Place(s) of implementation	Bengaluru (India)				

Graduation	Diploma of Advanced Studies (DAS)	Certificate of Advanced Studies (CAS)	Diploma of Basic Studies (DBS)	Certificate of Basic Studies (CBS)	
			X		

Qualification aim	Graduation from any stream, working professional in Sales/Marketing/branding, Entry Level: Digital marketing executive

RZLG-Supplementary admission requirement	Aspirants with minimum communication skill, creative and entrepreneurs, startup

Teaching method	Classroom	Classroom/ Online	Online
		X	

Language	English			

Workload in hours	Total	Seminar time	Self-study time	Transfer time
	90	50	10	30

Type of performance records (LNW)	Examination (K)	Presentation/ oral examination (P)	Case (C)	Transfer papaer (TA)	Project study paper (PSA)
	X		X		

Contents

Modules	Key topics	Seminar time/h
Basics of Content Writing	Digital Marketing, Traditional Marketing,Keyword Research, Content Marketing	1
Basics of Infographic Creation	Introduction to Canva	1
Basics of Digital Marketing	Types of Domain and Hosting (TLD, SLD),DNS Server, Types of Websites,, Best Practices for domain names selection,	1
Basics of Website Building	Domain & Hosting Registration, Wordpress Installation, Dashboard Overview, Theme Selection, Plugin Installation, Page Creation, Logo Selection	3
Management of Wordpress Website	UX Building, Page Editors, Theme Editors, UI Enhancement, Contact Form Creation, Additional CSS Usage,Google Search Console Setup	1
On Page SEO	Site Structure Analysis, Meta Tags Creation, Competitor Analysis and Exact Title Creation; Bread Crumb Optimization, Site Maps, Robots.txt, Internal Navigation, Website Error Codes; 301 Redirection, Content Optimization; Customization of 404 error Page, Heading Hierarchy, Image Optimization	3
OFF Page SEO-I	Link Building and its Types, Directory Submissions, Dmoz Listing, Forum Creation/ Submissions, Blogs Creation and Posting; Social Book Marking (SBM), Blog Post Message Creation& Updation, Social Sharing, Classified Ads, Articles Creation and Posting; Google My Business	1

Local SEO	SEO for local Business, How to rank a website in local searches, Verification and Installation Process, Increasing STAR Rankings, Yellow Pages Creation	1
Mobile SEO	Creation of Mobile Site, Mobile SiteMap, Snippets Creation for mobile	1
OFF Page SEO-II	Semrush Certification for SEO	2
Search Engine Algorithms	Intro, History of Search Engines, Importance of Search Engines, Google Broad Core Algortihms	1
Intro to Google Ads	Intro to Google Ads, Match types, Bidding Strategies,Setup of PPC Campaign	2
Google Ads	Auction Insights, Negative Keywords, Filters, Labels, Ads and Extension, Metrics (Quality Score, CTR Etc) ; Optimizing your landing pages, Ad group Performance Reports, Google Analytics Tracking Code Setup; GDN Targeting, Landing Page Optimization, GDN Bidding Strategies; Ad Placements, Interest & Groups Targeting; Creation of YouTube Ads, Ad formats, Video Ads Format; Change History Tool, Display Planner, shopping ads overview; Creation of Shopping Ads	2
SMO&SMM	What is social media?, Advantages of using social media, Goals of social media marketing, Important types of social media platforms based on users	2
Facebook Optimization	Types of FB accounts, FB content strategy, Designing FB posts,FB user engagement metrics,FB insights,FB groups,FB apps	2
Instagram, Linked In and Twitter Optimization	Best Practices for Instagram, Twitter and Linked In for Customer Engagement	2
Facebook Marketing	Types of Ads in FB,Types of objectives,Audience Insights , Audience Targeting Best Practices,Carousel Ads Setup, How to Write Ads; Monitoring Ads, KPI's, FB Analytics	2

Instagram Marketing	What is Instagram,Linking Instagram with Facebook account,Post designing tools,Importance of HashTags, Create your first campaign,Measuring the results	2
Youtube	Video marketing, Customizing the Channel, Creator studio, copyrights & spam, YouTube premier partner (YPP),Top YouTube Channels, Reports for Adsense	2
Online Reputation Management - ORM	Online Reputation Management - ORM,Positive and Negative Reputation, Auto suggestions & related searches,Tools for ORM,Popular networks for ORM	2
GTM	Google Tag Manager	2
E-Mail Marketing	How Email Marketing works?, Types of mails, Tips to prepare mail content,Tools used in Email Marketing, Email Marketing report generation and its Metrics	2
Google Analytics Introduction-I	How Google Analytics works, Setting up Google Analytics,How to create a View, Google Analytics Navigation, Understanding overview reports,Real Time Reports	3
Google Analytics-II	Understanding full reports, How to set up dashboards; Audience Reports; Acquisition Reports; Behavior Reports; Conversion Reports; Measuring Custom Campaigns, Goal Setup, Filter Setup, Use goals to measure business objective, Funnel Creation; How to setup Various filters On Google Analytics	4
Affiliate Marketing	Overview of Affiliate Marketing, How to make money through Affiliate by using social media, CHOOSING YOUR AFFILIATE NETWORK	3
Interview Prep	Resume Building, Linked In Profile Updation, Portfolio Creation	2