

**INVERTIS UNIVERSITY  
FACULTY OF MANAGEMENT  
Department of Management**

16 Jan 2020

**CIRCULAR**

**VALUE ADDED COURSE  
DIGITAL MARKETING- MBA-01  
MBA IV SEMESTER**


Student of MBA II Year are hereby informed that value added course " **Digital Marketing** " is scheduled from 20 January 2020 in your respective classroom, Academic Block-III.

**Schedule:**

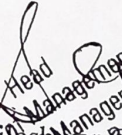
- Time Slot: 03:00 PM to 05:00 PM
- Key Speaker: **Ms. Shalini Anand**
- Duration: 2 hrs

**Program Overview:**

The course objectives for a Digital Marketing value-added course for MBA students may vary depending on the specific institution and program offering the course. However, here are some common course objectives that you might find in such a course:

  
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Invertis University, Bareilly (UP)

  
Registrar  
Invertis University  
Bareilly

  
Dr. S. P. Singh  
Head  
Department of Management (MBA)  
Faculty of Management  
Invertis University, Bareilly (UP)  
(HOD)

# DIGITAL MARKETING

Organised by:-  
Department of Management


Program:- MBA IV


Key Speaker :  
Ms. Shalini Anand

HOD :  
Dr. Saileshwar Ghosh

**DIGITAL**

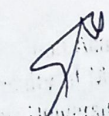
INTERNET SOCIAL CUSTOMER PRODUCT COMPETITION GOALS RESEARCH ONLINE TARGET SWOT DIGITAL RISK COMMUNICATION MARKET STRATEGY SALES TECHNOLOGY OPTIMIZATION BUSINESS PROJECT WEBSITE MARKETING ADVERTISING

 **20 JAN-15 FEB 2020**

 **03:00 PM TO 05:00 PM**

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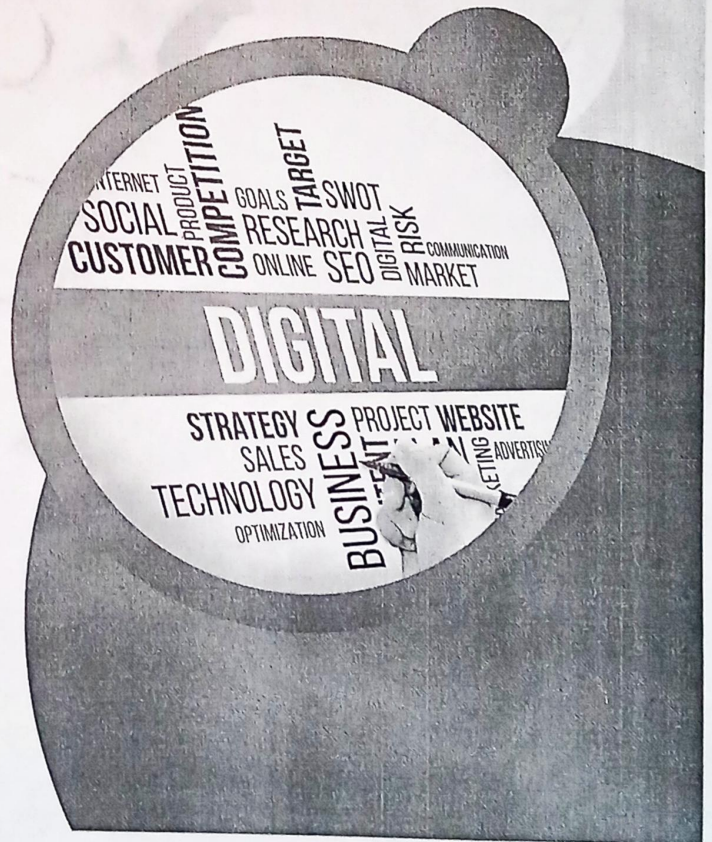
  
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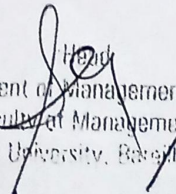
  
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# DIGITAL MARKETING

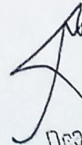
## Course Overview:

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**Invertis University, Bareilly**  
**Faculty of Management**  
**Session 2019-20**  
**Value Added Course- Digital Marketing –MBA-01**

**Course Objectives:**

- Provide an overview of what digital marketing is, its importance in the modern business landscape, and how it differs from traditional marketing.
- Explore various digital marketing channels, including search engine optimization (SEO)
- Teach students how to create a digital marketing strategy that aligns with business goals and target audiences.

**Course Outcome:**

- Gain a solid understanding of the core concepts and principles of digital marketing.
- Learn about the digital marketing landscape and its evolution.
- Develop the ability to create comprehensive digital marketing strategies for businesses or products.
- Understand how to align digital marketing goals with overall business objectives.

**MODULE 1: INTRODUCTION TO DIGITAL MARKETING**

- What is marketing
- What is Traditional marketing
- What is digital marketing
- Benefits of Digital marketing over Traditional marketing
- Different approaches to Digital marketing
- Main Components of Digital marketing
- Phases of Digital Marketing

**MODULE 2: INTRODUCTION TO WEBSITE CREATION**

- Introduction to website Creation
- What are Types of websites
- Corporate Website
- E-commerce Website
- Informative Website
- Content Management System (CMS)
- What is Domain Name?
- What is Hosting and Types
- What is Wireframe?
- What is Navigation, Sidebar and Content Area

**MODULE 3 : ADVANCE WEBSITE PLANNING & CREATION**

- How to purchase a domain ?

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- How to purchases hosting ?
- How to install C Panel ?
- Understanding c panel for website
- Theme options overview

#### **MODULE 4 : CONTENT/ INBOUND MARKETING**

- What is Content Marketing
- Rules of Content Marketing
- Advantages of content Marketing
- Plagiarism Checker
- Content Spinning
- Content Generation Strategies
- Content Strategy Calendar

#### **MODULE 5 : VEDIO MARKETING & GRAPHIC DESIGNING**

- Content Marketing Types
- Content Creation Tools
- Blogging – Different types of blogs
- Video marketing
- Infographics & Images
- Emailers

#### **MODULE 6: EMAIL MARKETING FOR BUSINESS**

- Getting started with Email marketing
- Factors effecting email delivery
- Improve the rate to reach inbox
- Email marketing list building
- Email marketing tools: Mailchimp, Aweber, GMass, Send in Bule
- Email reporting & measuring efforts

#### **MODULE 7 : SEARCH ENGINE OPTIMIZATION**

- Introduction to search Engine Optimization
- How search engine works
- Keyword research process
- Keyword planner tool

#### **MODULE 8 : LEAD GENERATION & CONVERSION OPTIMIZATION**

- Define a lead
- Understanding 4 pillars of lead generation
- Landing page
- Know types of landing page
- Key offers to promote

#### **MODULE 9 :GOOGLE PPC INTRODUCTION**

- Introduction to Google Adwords
- Account management basics
- Keyword targeting
- Types of Google Ads – Search and Display

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## MODULE 10 : ADVANCED SEARCH ADVERTISING

- Introduction to Search Advertising
- What is bidding – Different bidding methods
- Creating A&Nords Search Network Campaign
- Bidding Strategies
- Search Advertising advance.

## MODULE 11 : ADVANCES DISPLAY NETWORK ADVERTISING

- Introduction to Google display need work
- Google display planner tool
- Launching display Campaign
- App Install Campaign

## MODULE 12 :SOCIAL MEDIA MARKETING

- What is Social media
- Importance of Social media in digital marketing
- Introduction to different social media network

## MODULE 13 : FACEBOOK AND INSTAGRAM ADVERTISING

- Introduction to facebook Advertisements
- Setting up facebook advertisements goal
- Facebook ads bidding strategies
- Facebook and analysis and ROI

## MODULE 14 : GOOLE ANALYTICS

- Introduction to google analytics
- Getting stated with google analytics
- Google analytics Account creating
- Goals , Ecommerce , Multi Channel, Funnels & Attribution
- Advance google analytics

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## VALUE ADDED COURSE


Course Name	Digital Marketing			
Course Code	MBA-01			
Duration	40 Hrs			
List of Enrolled Students				
S.No	Student ID	Student Name	Year	Program
1	MB2017108	MOHD SHAMIM	2019-20	MBA II
2	MB2017120	SUNNY KUMAR	2019-20	MBA II
3	MB2018001	PRANCY SINGH	2019-20	MBA II
4	MB2018003	PAWAN SINGH	2019-20	MBA II
5	MB2018004	ANUBHA GUPTA	2019-20	MBA II
6	MB2018007	KM PRIYANKA	2019-20	MBA II
7	MB2018008	IBRAHEEM	2019-20	MBA II
8	MB2018009	VANSHIKA GANGWAR	2019-20	MBA II
9	MB2018010	KAVITA SOLANKI	2019-20	MBA II
10	MB2018011	SHIKHA SINGH	2019-20	MBA II
11	MB2018012	AMANDEEP SINGH RANDHAWA	2019-20	MBA II
12	MB2018014	POOJA BOHRA	2019-20	MBA II
13	MB2018015	NANCY KUMARI VERMA	2019-20	MBA II
14	MB2018016	FAHEEM AHMAD	2019-20	MBA II
15	MB2018017	KINSHUK KANAUJIA	2019-20	MBA II
16	MB2018018	ASHWANI DIXIT	2019-20	MBA II
17	MB2018019	NEHA KHAN	2019-20	MBA II
18	MB2018020	NEHA RAWAT	2019-20	MBA II
19	MB2018022	VAISHNO PATHAK	2019-20	MBA II
20	MB2018023	KM SHEETAL KASHYAP	2019-20	MBA II
21	MB2018026	PRIYANKA GUPTA	2019-20	MBA II
22	MB2018027	SHUBHAM PATEL	2019-20	MBA II
23	MB2018028	RAGHAV TANDON	2019-20	MBA II
24	MB2018029	SANDHYA PANDEY	2019-20	MBA II
25	MB2018030	AZAD KHAN	2019-20	MBA II
26	MB2018031	SIMRANJEET KAUR	2019-20	MBA II
27	MB2018032	SHADAB HUSAIN	2019-20	MBA II
28	MB2018033	KIRTI GERA	2019-20	MBA II
29	MB2018034	SHILPA BAJETHA	2019-20	MBA II
30	MB2018035	ANURAG SHARMA	2019-20	MBA II
31	MB2018036	SMRITI AGARWAL	2019-20	MBA II
32	MB2018037	SWEETAMA HESHWARI	2019-20	MBA II
33	MB2018038	GULFAM KHAN	2019-20	MBA II
34	MB2018040	JYOTI	2019-20	MBA II
35	MB2018041	GAURAV VERMA	2019-20	MBA II
36	MB2018042	AMIT PRATAP SINGH	2019-20	MBA II
37	MB2018043	DARSHIKA SHARMA	2019-20	MBA II
38	MB2018044	FAIZAN KHAN	2019-20	MBA II
39	MB2018045	EKTA RATHORE	2019-20	MBA II
40	MB2018047	SANDEEP SINGH	2019-20	MBA II
41	MB2018048	ROZIA MARIYAM	2019-20	MBA II
42	MB2018050	AMANDEEP KAUR	2019-20	MBA II
43	MB2018052	SANGAM	2019-20	MBA II
44	MB2018054	AMOL SHARMA	2019-20	MBA II
45	MB2018055	UBAIS KHAN	2019-20	MBA II
46	MB2018056	AKASH RATHOUR	2019-20	MBA II



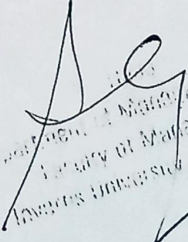
  
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47	MB2018057	SHIVAM MISHRA	2019-20	MBA II
48	MB2018058	NIKHIL SHARMA	2019-20	MBA II
49	MB2018059	SAUMYA AGARWAL	2019-20	MBA II
50	MB2018060	MOHD HUZAIF	2019-20	MBA II
51	MB2018061	ABHAY KUMAR GUPTA	2019-20	MBA II
52	MB2018062	SHIVANGIMAHESHWARI	2019-20	MBA II
53	MB2018063	ASHISH SHUKLA	2019-20	MBA II
54	MB2018064	ABHISHEK GUPTA	2019-20	MBA II
55	MB2018065	MONIS AHMAD	2019-20	MBA II
56	MB2018066	WAHAJ AHMAD KHAN	2019-20	MBA II
57	MB2018067	MOHSIN KHAN	2019-20	MBA II
58	MB2018068	SHUBHANSHU RASTOGI	2019-20	MBA II
59	MB2018073	AMISHA NOOR	2019-20	MBA II
60	MB2018074	JAY AGARWAL	2019-20	MBA II
61	MB2018075	HARSHIT GUPTA	2019-20	MBA II
62	MB2018076	AMAN BHARTI	2019-20	MBA II
63	MB2018077	CHARUGANGWAR	2019-20	MBA II
64	MB2018078	RAHUL SINGH	2019-20	MBA II
65	MB2018079	ANUJ GUPTA	2019-20	MBA II
66	MB2018080	RIYA PRAKASH	2019-20	MBA II
67	MB2018082	SAPNA AGARWAL	2019-20	MBA II
68	MB2018083	RAMNEET KAPOOR	2019-20	MBA II
69	MB2018084	ABHISHEK SAXENA	2019-20	MBA II
70	MB2018090	KM SHRADDHA VARSHNEY	2019-20	MBA II
71	MB2018091	ASHI VARSHNEY	2019-20	MBA II
72	MB2018092	SAIF ALI	2019-20	MBA II
73	MB2018093	PARKHI AGARWAL	2019-20	MBA II
74	MB2018100	ZAFAR ALI KHAN	2019-20	MBA II
75	MB2018101	HARSH VARDHAN SINGH	2019-20	MBA II
76	MB2018024	KIRAN PATHAK	2019-20	MBA II
77	MB2018025	FAAIZA FATIMA	2019-20	MBA II
78	MB2018039	AMISHA	2019-20	MBA II
79	MB2018097	SRISHTI GUPTA	2019-20	MBA II
80	MB2018098	SIDHOTAM KUMAR SINGH	2019-20	MBA II
81	MB2018099	RAJAN VERMA	2019-20	MBA II
82	MB2018103	PRAKHARCHATURVEDI	2019-20	MBA II
83	MB2018104	SAQIB HUSSAIN	2019-20	MBA II
84	MB2018106	GURKIRAT SINGH	2019-20	MBA II
85	MB2018107	KUSHAL SAH	2019-20	MBA II
86	MB2018108	NAVNEET MISHRA	2019-20	MBA II
87	MB2018109	CHETANYA KUMAR	2019-20	MBA II
88	MB2018111	AKRITI RASTOGI	2019-20	MBA II
89	MB2018112	PRASHANTCHAUDHARY	2019-20	MBA II
90	MB2018005	SAGRIKA CHAWLA	2019-20	MBA II

  
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