



Certification in

DIGITAL MARKETING

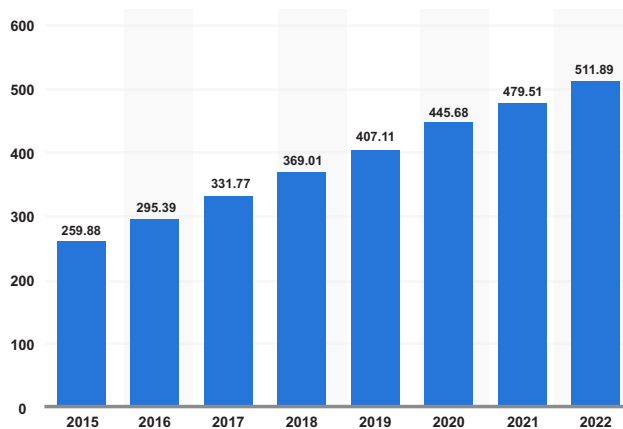


Duration: 6 months | Credits: 30

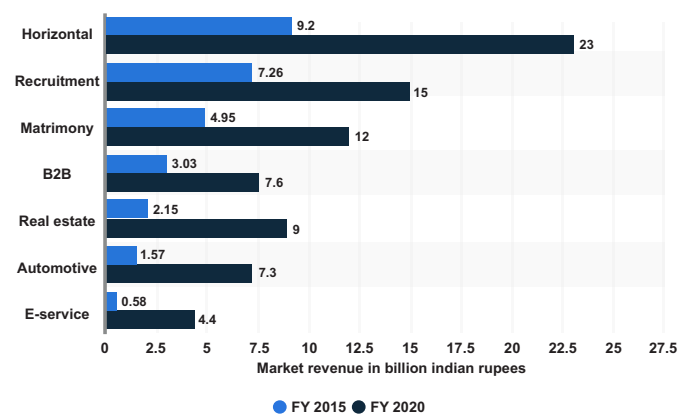
Rationale of the course availability of industry & market survey

India is second largest populated country in the world. This population may prove to be a boon for the economy and business opportunities. Marketing is one of the fastest business management domain. The challenge for marketing professionals become highly challenging when they have to deal with the volumes of population along with high diversity. First fundamental principle of the marketing is customer engagement and for that the reachability is the key. This is where digital marketing comes in picture. As per a survey conducted by Internet and mobile association of India (IAMAI) India has witnessed nearly 500 million internet users by June 2018. The numbers have grown largely in 2020. The reasons that Digital Marketing is one of the fastest growing field in India due to following reasons;

1. Drastic changes in traditional marketing
2. Digital is the new name
3. Government's "Digital India" initiative backs up
4. Reaching global markets
5. Institutions coming up with Digital Marketing courses
6. Small towns getting digitally equipped
7. Affordable
8. Higher engagement rate
9. Growth in the number of internet users



Increased digital classifieds market revenue



Owing to the practical need of the hour

Lloyd Institute of Management and Technology
has designed the certification in digital marketing with following details.

Program Structure

Certification in Digital Marketing Curriculum Structure – Trimester Wise

Trimester	No.	Courses	Hours	Credit	Marks		
					CIA	Exam	Total
I	1	Pre-requisite to the course	15	1.5	50	50	100
I	2	Introduction to Digital Marketing	15	1.5	50	50	100
I	3	Digital Consumer Behaviour	10	1	50	50	100
I	4	Media Types and Media Strategy	15	1.5	50	50	100
I	5	Digital Marketing Strategy and Planning	10	1	50	50	100

I	6	Website Creation	30	3	50	50	100
I	7	Search Engine Optimisation and Search Strategy	30	3	50	50	100
I	8	SEM and Google Adwords	30	3	50	50	100
I	9	Social Media Marketing	40	4	50	50	100
		Total	195	19.5	450	450	900

Trimester II	No.	Courses	Hours	Credit	Marks		
					CIA	Exam	Total
II	1	Email Marketing	10	1	50	50	100
II	2	Content Marketing	20	2	50	50	100
II	3	Affiliate Marketing	10	1	50	50	100
II	4	Digital Marketing Analytics	15	1.5	50	50	100
II	5	Digital Marketing Research	10	1	50	50	100
II	6	Digital Marketing ROI, Introduction to Mobile Marketing and Creating a Video for Social Media	10	1	50	50	100
II	7	Digital Transformation, Digital Marketing and Artificial Intelligence and Job Market	10	1	50	50	100
II	8	Project Submission and Assessment	20	2	50	50	100
		Total	105	10.5	400	400	800

The highlight of the course is an apprenticeship of one year offered from Business Standard.

The institution has signed up MOU's with sector specific companies such as

UAS International, Gopalji Dairy Foods Pvt. Ltd. and Mahodar.

Existing Courses at

Lloyd Institute of Management and Technology



Affiliated to Ch. Charan Singh University, Meerut



Affiliated to AKTU, Lucknow

