



# Express Diploma in Digital Marketing



## About this Course

Utilize the professional degree provided by Dursikshya Education Network in association with SQA & EQF to become an expert in digital marketing. This curriculum offers the ideal balance of theory, case studies, and in-depth practical experience. It delves deeply into a range of digital marketing topics, including Search Engine Optimization (SEO), social media, Pay-Per-Click (PPC), Web analytics, Marketing analytics, and Content, Email, and Mobile Marketing. This digital marketing program is intended for recent graduates and seasoned professionals who want to learn more about careers in the field. This program combines self-paced online videos that teach you the necessary principles with live virtual seminars that give context and industry examples as well as hands-on projects to help you apply your skills in a real-world setting and cement your learning. This digital marketing program is intended for recent graduates and seasoned professionals who want to learn more about careers in the field. This program combines self-paced online videos that teach you the necessary principles with live virtual seminars that give context and industry examples as well as hands-on projects to help you apply your skills in a real-world setting and cement your learning.

# Key Feature of the Program

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Digital Marketing Certificate from Dursikshya



Capstone project from 5 domains and 25+ hands-on course end projects



Dursikshya Associate Alumni Status



Assist to get the certificate from Google, Hubspot etc..



Live classes delivered by Dursikshya faculty



Dursikshya's JobAssist helps you get noticed by top hiring companies

# About Dursikshya

Dursikshya has taught and certified thousands of students in different soft skills, IT training sectors, and credentials during the past few years. DURSIKSHYA has been distributing its specially crafted programs in accordance with regional need. DURSIKSHYA reached a significant milestone when the Scottish Qualifications Authority (SQA), Scotland, validated and recognized our trainings as well as our entire processes. Because of this permission, the DURSIKSHYA developed and owned programs continue to be DURSIKSHYA's property, but SQA evaluates their quality. The first institution from Nepal to have SQA approval and be benchmarked against the Scottish Credit and Qualifications Framework (SCQF) and European Qualifications Framework is DURSIKSHYA.



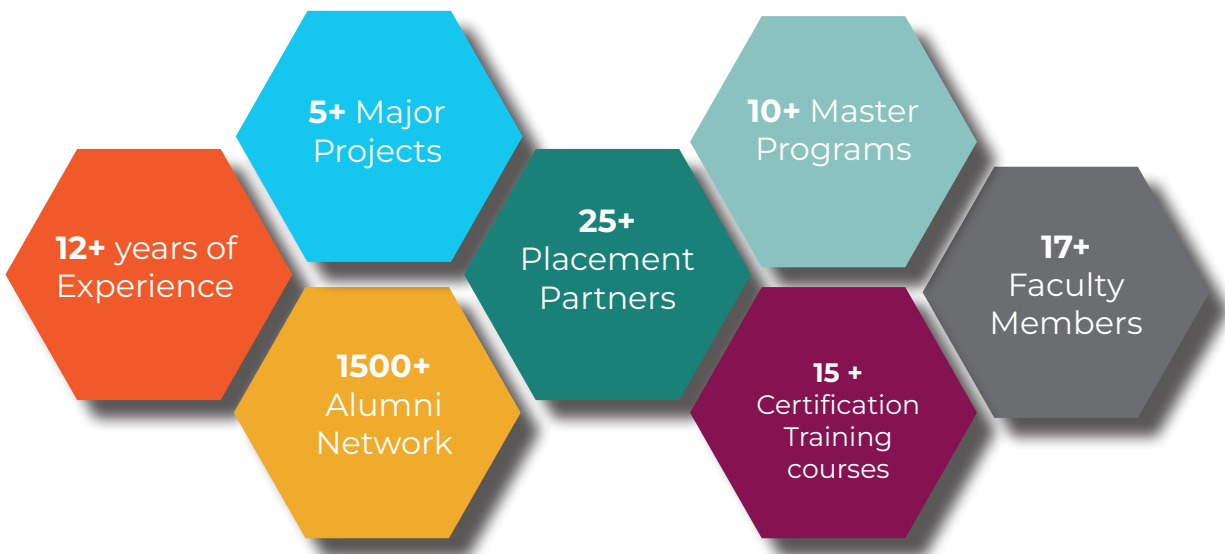
## Our Mission

Our mission is to close the skill gap by empowering human capital through industry-accredited, nationally, and internationally recognized courses. Professionals benefit from our top trainers, current and on-demand content, approved body certification, localized delivery, and a solid technological platform.



## Our Vision

To be the most trusted Learning and Development partner for professionals all over the world, and to be a recognized market leader for high-end and new technologies, processes, and products.



# Program Eligibility Criteria and Application Process

Those who are interested in enrolling in the Professional Certificate in Digital Marketing must submit an admissions application.

## Eligibility requirements

Candidates for this program in digital marketing must meet at least one of the following requirements:

At Least 2 years of work  
experience

A bachelor's degree in any  
discipline

Digital marketing  
background is desirable  
but not required

## Program Detail

Program Start Date  
Please visit website  
for more details

Duration  
6 month

Program Fees  
NPR. 99,998 + VAT

## Application Process

The application process consists of three simple steps.



### Submit an Application

Fill out the application and include a succinct purpose statement. The latter explains to our admissions counselors why you are qualified for and interested in the program.

### Application Review

Your application and statement of purpose will be examined by a group of admissions counselors to assess your candidacy for admission.

### Admission

Candidates that meet the requirements will be given an admissions offer. By paying the program cost, you can accept this offer.

## Talk to an Admissions Counselor

Our staff of committed admissions counselors is here to assist you with the application process and any relevant issues.

They can be used to:

- ✔ Answer any inquiries you have about the application.
- ✔ If necessary, provide information about financial help.
- ✔ Answering your queries will aid in improving your understanding of the application.

# Learning Path

- 1** Overview of Digital Marketing
- 2** Improve your internet presence with search engine optimization.
- 3** Pay Per Click: A model used on the internet
- 4** Using social media to market to your audience
- 5** Understanding user behavior via web analytics
- 6** Using marketing analytics, improve your advertising

# 1 Overview of Digital Marketing

Through this course, you may start your path toward reinventing digital marketing methods for a firm to increase engagement and draw clients. This training will provide you the knowledge, abilities, and digital understanding of how to be a highly effective digital marketer and produce a meaningful impact on the bottom line of your business

## Primary Learning Goals

- ✓ Recognize the foundations of digital marketing
- ✓ Recognize the customer lifecycle using marketing Phases.
- ✓ Learn about emerging technologies and trends in marketing

## Course Outline:

- ✓ Basic Principles of Digital Marketing
- ✓ Customer Lifecycle Lesson
- ✓ Technology in Marketing Lesson
- ✓ The Future of Digital Marketing: Lesson Four



## **2** Improve your internet presence with search engine optimization

Our SEO training will help you become more visible online. To improve engagement for your business, investigate various SEO aspects and learn about subjects like SEO optimization, keyword management and research, on-page and off-page optimization, link building, URL building, and SEO analytics.

### Primary Learning Goals

- ✓ Learn how to use optimization techniques to boost website ranks in search engines to boost traffic and revenue.
- ✓ Learn to run tests, gather and evaluate data, spot patterns, and gain knowledge to draw in your target market.
- ✓ Identify fresh SEO keywords and perform keyword research.
- ✓ Discover several link building strategies that might help you create a solid connection with other websites.
- ✓ Learn about managing and optimizing websites.
- ✓ Utilize SEO tools to track performance data and properly implement your SEO plan.

### Course Outline:

- ✓ An overview of SEO
- ✓ Page-level optimization
- ✓ Link building and off-site optimization
- ✓ Repetitive Content
- ✓ Research on keywords and market competition
- ✓ designing and building
- ✓ Regional SEO
- ✓ The State of SEO Changes
- ✓ Including SEO in Other Fields of Study
- ✓ sophisticated kind of SEO

## **3** Pay Per Click: A model used on the internet

This PPC course will teach you how to create and implement a sophisticated PPC strategy that will provide results for the companies you are representing. Additionally, you will gain practical experience running paid marketing campaigns.

### Primary Learning Goals

- ✓ Recognize the numerous facets of pay-per-click marketing.
- ✓ Learn about several search engines and evaluate their effects.
- ✓ a sponsored search engine campaign Select the right terms to meet your advertising strategy.
- ✓ Determine the different campaign parameters and PPC pricing methods.

### Course Outline: Foundations PPC

- ✓ Introduction
- ✓ Introduction to Pay-Per-Click
- ✓ Search Psychology
- ✓ Keyword Targeting and Search Ads
- ✓ Using Display Networks to Expand Reach
- ✓ Reaching Target Audiences
- ✓ The Buying Funnel
- ✓ Setting and Measuring Marketing Goals
- ✓ How PPC Fits Into the Digital Strategy
- ✓ Tracking and Reporting
- ✓ Introduction to Audience Types
- ✓ Data Segmentation and List Creation
- ✓ Reaching Customers by Using Audience Lists
- ✓ Introduction to the DisplayNetwork
- ✓ Display Targeting Options
- ✓ Formats for Display Ads

- ✔ Setting and Measuring Goals
- ✔ Attribution and Bidding
- ✔ Testing and Reporting
- ✔ Ad Group Structure
- ✔ Campaign Management
- ✔ Working with Multiple Accounts
- ✔ Quality Score Overview
- ✔ Working with Quality Score
- ✔ Pivot tables and Quality Score Diagnosis
- ✔ Setting Up Your PPC Strategy
- ✔ Registering for an Account
- ✔ Managing Your Account
- ✔ Video and Shopping Campaigns
- ✔ Automation and Other Tools

## Course Outline: Advanced Pay Per Click

- ✔ Search Psychology
- ✔ Purchasing a Funnel
- ✔ Understanding Keyword Organization
- ✔ Types of Keyword Match
- ✔ Managing Search Terms and Negative Keywords
- ✔ Studying keywords
- ✔ Making Powerful Ads
- ✔ Advanced Ad Features
- ✔ Ad Testing
- ✔ Ad extensions
- ✔ Budget, Types of Campaigns, and Reach
- ✔ Targeting by Location and Language



## Using social media to market to your audience

With the aid of this course, become an expert in social media marketing. Learn how to effectively use influencers, content marketing, site analytics, and a variety of other social media marketing techniques

### Primary Learning Goals

- ✓ Discover fundamental and sophisticated social media marketing techniques.
- ✓ Recognize many strategies for using social media marketing to promote your business.
- ✓ Create a program and channels for social media marketing on your own
- ✓ For your company, develop and implement a successful social media marketing plan.

#### Course Outline: Social Media Foundation

- ✓ Introduction to Social Media
- ✓ Planning and Strategy for Social Media
- ✓ Management of social media channels
- ✓ Tools for managing social media
- ✓ Social media measurement and reporting is covered
- ✓ Social Media Marketing
- ✓ Introduction to Social Media
- ✓ Building a Sustainable Social Media Strategy
- ✓ Converged Social Media
- ✓ Content marketing in the age of social media
- ✓ Visual Social Media
- ✓ Understanding and Promoting Social Sharing
- ✓ The Role of Storytelling in Your Social Narrative
- ✓ Online Reputation Management and Influencer Marketing

#### Advance social media marketing

- ✓ Selling on Social Media
- ✓ Measuring Social Media

## 5 Understanding user behavior via web analytics

With the help of this web analytics course, you may learn about online user behavior and activities to provide useful marketing intelligence. By taking this course, you may strengthen your company's capacity to use data analytics to make well-informed business choices.

### Primary Learning Goals

- ✓ Become well-versed in digital analytics and its effects on company.
- ✓ Learn how to gather and use several channels of data, do quantitative and qualitative analysis, and more.

### Course Outline: web Analytics

- ✓ Introduction to Digital Analytics
- ✓ Organizational Maturity
- ✓ Building Blocks
- ✓ Managerial Perspectives on Digital Analytics
- ✓ Key Performance Indicators
- ✓ segmentation
- ✓ The Analysis Process
- ✓ Marketing Management
- ✓ Testing and Experimentation
- ✓ Dashboards and Reports
- ✓ The Digital Analytics Stack

### Course Outline: Advance web analytics

- ✓ Introduction to Digital Analytics
- ✓ Building Blocks
- ✓ Digital Analytics Foundations
- ✓ A business perspective
- ✓ Lean Six Sigma Methodology
- ✓ Basics of Data Analysis
- ✓ Providing Insights from an Analysis Perspective
- ✓ Enabling Capabilities
- ✓ Analytics Management
- ✓ The Public
- ✓ Acquisition

- ✔ Lesson 12: Conduct
- ✔ Lesson 13: Conversions Onboarding
- ✔ Lesson 14: Retention and Expansion
- ✔ Lesson 15: advocacy
- ✔ Lesson 16: Ethics and Privacy
- ✔ Lesson 17: Concluding

## **6** Using marketing analytics, improve your advertising

The fundamentals of evaluating unstructured social media data and its uses in marketing and management decision-making are covered in this course. You will learn how to analyze network data and social media language to comprehend customer behavior, sentiment, and attitude. In addition to its use in the field of digital marketing, this course may serve as a starting point for building a career in the analytics and data science fields.

### Primary Learning Goals

- ✔ Recognize the significance of eWOM (Electronic Word of Mouth) on social media for marketing decision-making.
- ✔ on your abilities in reading and analyzing text-based and unstructured social data.
- ✔ Recognize the fundamental ideas behind social media network analysis.

## Course Outline: web Analytics

- ✔ How to Use eWOM in Marketing Decisions
- ✔ Preprocessing Text Data
- ✔ Part 1 of the Text Data Analysis
- ✔ next Data Analysis Part 2,
- ✔ Analysis of networks



Registration No: XXXXXX


The Academic Council of Dursikshya  
Certify that

**John Doe**  
has completed a course titled


**Express Dipoma in  
Digital Marketing**  
of **180 DAYS** duration  
and found the candidate's performance to be

**Rank**

given under our hand and seal on  
this, the **January 2023**  
at Kathmandu, Nepal



Center Head



Course Director

Student Registration No: R1028

Certificate No: DUR1028

**LEGEND**



| % Marks | Interpretation |
|---------|----------------|
| 50-59.9 | Satisfactory   |
| 60-69.9 | Fair           |
| 70-79.9 | Good           |
| 80-100  | Excellent      |



**Certificate**


After completing this Express Diploma in Digital Marketing. You will receive a certification from Dursikshya Education Network with ISO Certified



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