

FDP-150	DIGITAL MARKETING	03.12.2018 to 07.12.2018
<p>OBJECTIVES:</p> <p>After the course, the participants will be able to Leverage the digital channels for online advertising</p> <ul style="list-style-type: none"> ❖ Optimize google search engine ❖ Adopt blogging for business communication ❖ Interactive whiteboard for collaboration ❖ Design web-sites for niche marketing <p>PARTICIPANTS:</p> <p>Faculty members from any discipline (<i>No. of participants restricted to 20 only</i>)</p> <p>INPUT:</p> <p>Search Engine Optimization – Inbound Marketing – Social Media Marketing – Pay Per Click – Email Marketing – Marketing Analytics – Paid Search and Organic Search – Blogging – Web page designing</p> <p>PROCESS:</p> <ul style="list-style-type: none"> ➤ Lecture cum Demonstration ➤ Group work / Guided Practice Sessions ➤ Guest Lecture <p>OUTPUT:</p> <p>Participants will be able to understand the concepts of digital marketing, SEO, SMM and web tools in business applications.</p> <p>RESOURCE PERSONS:</p> <ul style="list-style-type: none"> ➤ Dr. P. Malliga ➤ Guest Faculty 		
COORDINATOR	VENUE	LAST DATE FOR RECEIPT OF APPLICATIONS
Shri A.P. Felix Arokiya Raj	NITTTR, Chennai	15 days prior to the start of the programme