

Syllabus for Skill development course

Title of course- Foundation Course in Digital Marketing					
Nodal Department of HEI to run course			Department of Vocational studies		
Broad Area/Sector-			Commerce / Business / E-Commerce		
Sub Sector-			Campaign Manager / Promotion Executive		
Nature of course - Independent / Progressive			Independent		
Name of suggestive Sector Skill Council			NSDC		
Aliened NSQF level					
Expected fees of the course –Free/Paid			As Mutually Decided by College & PCE (Aptech)		
Stipend to student expected from industry			NA		
Number of Seats-.....			As suggested by college		
Course Code.....			Credits- 03 (1 Theory, 2 Practical)		
Max Marks..... Minimum Marks.....					
Name of proposed skill Partner (Please specify, Name of industry, company etc for Practical /training/ internship/OJT			Aptech Learning Center (Authorized Meerut Center as PCE)		
Job prospects-Expected Fields of Occupation where student will be able to Get job after completing this course in (Please specify name/type of industry, company etc.)			Student will be able to get job in any Limited or Private Limited Company as Digital Marketing Executive / SEO Officer / SMM Executive		
Syllabus					
Unit	Topics	General/ Skill component	Theory/ Practical/ OJT/ Internship/ Training	No of theory hours (Total-15 Hours=1 credit)	No of Practical Hours (Total-60 Hours=2 credits)
I	Introduction to Digital Marketing, Marketing Principals	Skill	Theory/ Practical	2	10
II	Website Designing, Web Optimization, SEO	Skill	Theory / Practical	3	10
III	Creative Designing Using Free Tools, SMM using Facebook, Instagram, Youtube	Skill	Theory / Practical	5	20
IV	Google Business Accounts & Google Ad World	Skill	Theory / Practical	5	20
Suggested Readings: As suggested by college or University.					
Suggested Digital platforms/ web links for reading- www.aptechmeerut.com www.aptechlearning.com www.aptechaviationacademy.com					
Suggested OJT/ Internship/ Training/ Skill partner – Aptech Learning Center, Meerut					
Suggested Continuous Evaluation Methods: Total Marks: 25, House Examination/Test: 10 Marks					
Written Assignment/Presentation/Project / Term Papers/Seminar: 10 Marks					
Class performance/Participation: 5 Marks					
Course Pre-requisites:					
<ul style="list-style-type: none"> • Intermediate in any stream 					
Eligibility Criteria					
<ul style="list-style-type: none"> • Basic Knowledge of Computer 					
Suggested equivalent online courses: Aptech Learning Center, Meerut					
Any remarks/ suggestions: Teaching mode / Study Material will be available in English Language Only.					
Notes:					
<ul style="list-style-type: none"> • Number of units in Theory/Practical may vary as per need • Total credits/semester-3 (it can be more credits, but students will get only 3credit/ semester or 6credits/ year • Credits for Theory =01 (Teaching Hours = 15) • Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60) 					