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CENTRE FOR
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POLICY



NIPUNDTA
Efficiency for Life



Digital Marketing Course(SLC-32)

This course provides a comprehensive overview of digital marketing channels, strategies, and tools. It blends theoretical insights with practical applications, enabling students to plan, execute, and measure digital marketing campaigns across various platforms.



01

Understand the digital marketing landscape and consumer behavior online.

02

Plan and execute campaigns across SEO, SEM, social media, email, and content marketing.

03

Use analytics tools to evaluate campaign performance and optimize results.

04

Develop and present a complete digital marketing strategy



ARYAN SHUKLA

RESOURCE PERSON

COURSE COORDINATORS:

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