

G-TEC EDUCATION

CERTIFICATE COURSE IN DIGITAL MARKETING - CDM

syllabus

CERTIFICATE COURSE IN DIGITAL MARKETING - CDM

DURATION: 3 MONTHS/108 HOURS

OBJECTIVE

This course will be on developing digital marketing concepts along with practical application. This course also includes marketing through different social media. We expect the students of this course will be confident to start their career in the area of digital marketing. The objective of the course is to help students to understand various digital marketing methods.

STUDENTS PRE-REQUISITES AND EXPECTED QUALIFICATION

Plus Two and basic Computer Knowledge

SYSTEM REQUIREMENTS

- ✓ Operating System: Windows 7,8,8.1 or 10
- ✓ Processor: Intel I series or AMD RYZEN series
- ✓ Ram Capacity: 4 to 16 GB
- ✓ disk space availability: 2 GB and more (40 GB disk space required Adobe CC 2018) ✓ Display: 1280×720 (HD) or 1920×1080 (FHD)

EXIT PROFILE

Through dynamic lectures, case studies and small group discussions, you will be exposed to the latest methods, techniques and tools for improving your organization's Digital Marketing and brand-building efforts.

CAREER PATH

- ✓ Digital Marketing Analyst
- ✓ Digital Marketing Specialist/Expert
- ✓ Digital Marketing Team Lead
- ✓ Digital Marketing Strategist

COURSE OUTLINE			
COURSE NAME:	CERTIFICATE COURSE IN DIGITAL MARKETING	DURATION:	3 M/108 H
MODULE	TOPICS	DURATION	TOTAL
Module-I	Adobe Photoshop	1 M/36 H	3 M/108 H
Module-2	Digital Marketing Overview	6 D/9 H	
	Social media	6 D/9 H	
	Email Marketing	6 D/9 H	
	Mobile Marketing	6 D/9 H	
	Facebook Marketing	6 D/9 H	
	Twitter Marketing	6 D/9 H	
	LinkedIn Marketing	6 D/9 H	
	YouTube Marketing	6 D/9 H	
	Instagram Marketing	6 D/9 H	
	Pinterest Marketing	6 D/9 H	
	Content Marketing	6 D/9 H	
	Introduction to SEO	6 D/9 H	

MODULE-I IN DETAIL

MODULE 1 (1 MONTH/36 HOURS) ADOBE PHOTOSHOP

Getting Acquainted with Photoshop

- ✓ The Photoshop Environment
- ✓ Palettes and the Palette Well
- ✓ Creating Custom Workspaces
- ✓ Opening Images
- ✓ Using the File Browser
- ✓ Image Magnification
- ✓ Viewing Document Information
- ✓ Moving the Image
- ✓ Undoing Mistakes and The History Palette
- ✓ Displaying Drawing Guides

✓ Making Measurements
✓ Adding Annotations
✓ Setting Preferences

Adobe Bridge

✓ The Adobe Bridge Environment
✓ Display Options
✓ Compact Mode
✓ Navigating, Opening & Placing Files
✓ Searching for Files and Folders
✓ Labeling and Rating Files
✓ Sorting and Filtering Files
✓ Copying, Moving and Deleting Files
✓ Stacking and Unstacking
✓ Previewing Images and the Loupe Tool
✓ Rotating Images
✓ Viewing a Slideshow
✓ Viewing and Editing Metadata
✓ Keywords
✓ Mini Bridge

Basic Image Manipulation

✓ Bitmap Images
✓ Vector Images
✓ Image Size and Resolution Settings
✓ Scanning Images
✓ Creating New Images
✓ Placing Files

Color Basics

✓ Color Modes and Models
✓ Color Mode Conversion
✓ Previewing Color Differences Between Operating Systems ✓ Color Management
✓ Foreground and Background Colors
✓ Using the Color Picker
✓ Selecting Colors with the Color Palette
✓ Selecting Colors with the Eyedropper Tool
✓ Selecting Colors with the Swatches Panel

Painting Tools

✓ Painting Tools
✓ The Brush Tool
✓ Blending Modes

✓ The Pencil Tool
✓ The Color Replacement Tool
✓ The Eraser Tool
✓ The Magic Eraser Tool
✓ The Background Eraser Tool
✓ Using the Art History Brush
✓ Using the History Brush
✓ Using the Mixer Brush

Brush Settings

✓ Using the Brushes Palette
✓ Creating Custom Brush Tips by Selection ✓ Creating Custom Brush Tips in the Brushes Palette ✓ ADOBE PHOTOSHOP SYLLABUS
✓ Setting Shape Dynamics
✓ Setting Brush Scattering
✓ Setting Brush Texture
✓ Setting Dual Brushes
✓ Setting Color Dynamics
✓ Setting Other Dynamics
✓ Miscellaneous Brush Settings
✓ Clearing Brush Settings
✓ Saving a Customized Brush
✓ Saving a Customized Brush Library

Making Selections

✓ Selection Basics
✓ Making Pixel Selections
✓ The Marquee Tools
✓ Refining Edges of Selections
✓ The Lasso Tools
✓ The Magic Wand Tool
✓ The Quick Selection Tool
✓ Selecting by Color Range
✓ Adjusting Pixel Selections
✓ The Extract Command
✓ Copying and Pasting Pixel Selections
✓ Saving and Loading Selections

Filling and Stroking

✓ Applying Fills
✓ Using the Paint Bucket Tool
✓ Using the Gradient Tool

✓ Using the Gradient Editor
✓ Using Patterns
✓ Using the Pattern Maker
✓ Stroking

Layers

✓ Using Layers and Layer Groups/Sets
✓ Creating Layers and Layer Groups/Sets
✓ Stacking and Linking Layers
✓ Moving Layer Content with the Move Tool ✓ Locking Layers
✓ Common Layer Management Tasks
✓ Merging and Flattening Layers

Advanced Layers

✓ Layer Styles
✓ Adjustment Layers and Fill Layers
✓ The Adjustments Panel
✓ Masking Layers
✓ The Masks Panel
✓ Creating Clipping Groups
✓ Creating Knockouts
✓ Smart Objects
✓ Smart Filters

Text

✓ Text Basics
✓ Entering Text
✓ Selecting Text
✓ Editing the Bounding Box
✓ Creating a Type Selection
✓ Applying Effects to Type Layers
✓ Using the Character Panel
✓ Checking for Spelling Errors
✓ Using the Paragraph Panel

Drawing

✓ Raster vs. Vector
✓ Shape Layers and Shape Options (CS6 & Later) ✓ Shape Layers and Shape Options (CS5-CS) ✓ Using the Shape Tools
✓ Using the Pen Tools
✓ Using the Anchor Point Tools
✓ Using the Paths Palette
✓ Working with Paths

Using Channels and Masking

✓ Using the Channels Palette
✓ Using Channels
✓ Spot Colors
✓ Blending Channels and Layers
✓ Masks
✓ Using Alpha Channels

Manipulating Images

✓ Changing the Canvas Size
✓ Rotating and Flipping Images
✓ The Rotate View Tool
✓ Cropping Images (CS6)
✓ Cropping Images (CS5-CS)
✓ The Perspective Crop Tool
✓ The Slice Tools
✓ The Free Transform Command
✓ The Smudge Tool
✓ Blurring and Sharpening Images
✓ Using the Dodge Tool and the Burn Tool
✓ The Sponge Tool
✓ Filters and The Filter Gallery
✓ The Liquefy Command
✓ Vanishing Point
✓ Content-Aware Scaling
✓ The Puppet Warp Tool
✓ The Clone Stamp Tool
✓ The Pattern Stamp Tool
✓ The Healing Brush Tool
✓ The Spot Healing Brush Tool
✓ The Patch Tool
✓ The Content-Aware Move Tool
✓ The Red Eye Tool

Saving Images

✓ Saving Images
✓ The Save for Web & Devices Dialog Box
✓ Printing
✓ Printing Images
✓ Setting Printing Options

Automating Tasks

✓ Actions and the Actions Palette
✓ Playing Actions
✓ Editing Actions
✓ Playing Pre-Loaded Action

Help

✓ Photoshop Help
✓ System Info
✓ Online Updates

MODULE-II IN DETAIL

INTRODUCTION TO DIGITAL MARKETING

✓ What is marketing?
✓ How we do Marketing?
✓ What is Digital Marketing?
✓ Benefits of Digital marketing
✓ Digital marketing platforms and Strategies
✓ Comparing Digital with Traditional Marketing
✓ Defining Marketing Goals
✓ Latest Digital marketing trends
✓ Case studies of Digital campaigns

Mobile Marketing

✓ Growth in Mobile Industry
✓ Benefits of Mobile Marketing
✓ Mobile Marketing Goals
✓ Creating a Mobile Website
✓ App Creation Strategy
✓ Mobile Search Ads
✓ Mobile Call Only Campaigns

Video Marketing

✓ Importance of Video Marketing
✓ Create a Video Campaign
✓ Location Targeting
✓ Bidding Strategies
✓ Creating Targeting Groups
✓ Targeting Options in Video Ads
✓ Types of Ad Formats
✓ Measuring the Results of Campaign ✓ Best Practices of Video Ads
✓ Mobile Apps Install Campaign
✓ Mobile Apps Engagement Campaign ✓ Promoting Site in Mobile Apps

✓ Targeting Options in Mobile Apps
✓ Mobile Ad Formats
✓ Conversion Tracking
✓ Reporting in Mobile A

SOCIAL MEDIA MARKETING

Introduction to SOCIAL MEDIA MARKETING
✓ What is social media?
✓ SMMVs. SMO
✓ Benefits of using SMM
✓ Social Media Statistics
✓ Why use Social Media Marketing
✓ Social Media Strategy
✓ Impact of social media on SEO

FACEBOOK MARKETING

✓ Facebook account setup
✓ Personal account properties
✓ Facebook marketing strategy
✓ Competition analysis
✓ Facebook business page setup
✓ Types of Business pages
✓ Cover photo designing
✓ Increase the Likes to page
✓ Page management options
✓ Types of Posts and Statistics
✓ Dimensions in Posts
✓ Creating a post strategy
✓ Examples of Creative Posts
✓ User engagement metrics
✓ Facebook Insights
✓ Facebook Groups
✓ Facebook Apps creation
✓ Integration FB in Site
✓ What is Facebook Advertising Types of Promotions?
✓ Audience Targeting
✓ Advanced Audience Targeting Bidding Strategies
✓ Ad Formats
✓ Ad Dimensions and Rules Remarketing Strategy
✓ Conversion Tracking

TWITTER MARKETING

✓ What is Twitter?
✓ Benefits of Twitter
✓ How brands use Twitter
✓ Profile creation and management
✓ Customizing the profile
✓ Types of Tweets and Statistics
✓ Content strategy for Twitter
✓ Post your First Tweet Analysis of Big Brands
✓ Twitter Contests
✓ What is Hashtag?
✓ #Hashtags and its uses.
✓ Tools for Twitter marketing
✓ Twitter Analytics
✓ Twitter Advertising Types of Campaigns
✓ Audience Targeting
✓ Bidding Strategies Reporting

YOUTUBE MARKETING

✓ What is Video Marketing
✓ Statistics of Video Marketing
✓ Creating Channel in YouTube
✓ Customizing the YouTube Channel
✓ Create video marketing strategy
✓ Viral video examples
✓ Upload the first video
✓ How to optimize the video?
✓ Custom settings in videos
✓ YouTube Engagement Metrics
✓ Increasing Subscribers Annotations and Cards
✓ How to use Playlists
✓ Understanding copyrights and spam
✓ YouTube Studio
✓ YouTube Analytics

LINKEDIN MARKETING

✓ What is LinkedIn?
✓ Benefits of LinkedIn Network
✓ Create a LinkedIn profile
✓ Optimizing the profile
✓ Skills and Endorsements
✓ Recommendations in LinkedIn

✓ Creating new connections
✓ Posting content in profile
✓ LinkedIn Groups
✓ Finding Jobs in LinkedIn
✓ Creating company page
✓ Customization of page Posting in LinkedIn Page
✓ Advertising LinkedIn

INSTAGRAM MARKETING

✓ What is Instagram
✓ Instagram statistics
✓ How Brands use Instagram
✓ Creating Instagram Account
✓ Tour of Instagram App
✓ Content strategy and Tips
✓ Picture Dimensions
✓ Filters in Instagram
✓ Using Hashtags
✓ Popular Brands on Instagram
✓ Advertising options in Instagram

EMAIL MARKETING

✓ What is Email Marketing?
✓ Importance of Email Marketing
✓ Popular Email Marketing Software's
✓ Email Marketing Goals
✓ introduction to Mail Chimp
✓ Mail Chimp pricing structure
✓ Account setup and settings
✓ Email marketing strategy
✓ Creating a Subscriber List
✓ Integration of Forms in Site
✓ Import subscribers in list
✓ Types of Email marketing campaigns
✓ Creating an Email Campaign
✓ What is Newsletter Design a Newsletter?
✓ Reports
✓ Marketing Automation

PINTEREST MARKETING

✓ What is Pinterest?
✓ How brands use Pinterest

✓ Creating a Pinterest Account
✓ Customizing the Profile
✓ Pinterest Strategy Boards in Pinterest Pins and Links
✓ Generating Engagements
✓ Using Info Graphics
✓ Integrating Pinterest in Site
✓ Engagement Metrics for Pins Pinterest Analytics

INTRODUCTION TO SEO

✓ How the Search Engine Works?
✓ Introduction to Keyword Research
✓ Analysing Search Engines

Deliver a complete short film script

Assignment: Write a complete 5-scene short film script using Claude. Include character briefs, scene descriptions, and dialogue. Submit the script as a formatted PDF.