

## **Accelerated Digital Marketing in Blended Learning Mode**

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| <b>Faculty/Instructor: (Your Name)</b>        | <b>Dr. Sanjay Shitole, Ms. Poonam Dharpawar, Ms. Neha Athavale</b>  |
| <b>Institute (Dept/College/Institute):</b>    | <b>Usha Mittal Institute of Technology, SNDT WU.</b>  |
| <b>Programme:</b>                             | <b>B.Tech</b>   |
| <b>Course Topic:</b>                          | <b>Accelerated Digital marketing,</b>   |
| <b>Intended participants' size per batch:</b> | <b>60</b>   |
| <b>Duration:</b>                              | <b>(45 hours for learning from resources, live sessions, active participation in individual and group activities, assignments, mini projects, hands-on training etc.)</b> |

### **Learning Outcomes (LO):**

**After completing this course, participants will be able to:**

- Build powerful web sites and applications using Drupal - FROM SCRATCH & WITHOUT PROGRAMMING
- Learn Transferable Technical Skills - User Management, Content Management, Theming, Taxonomy, Content Types and hundreds of other core concepts
- Build your consulting career with Drupal - the most powerful Open Source CMS in the world
- Kick start your Entrepreneurial goals by building SALABLE, SECURE web applications at LIGHTNING SPEED with Drupal

## Course Structure

*(Pl keep rows as per your need... not mandatory to have 3 Modules ... may add or delete modules and sub-modules as per requirement)*

|   |     | <b>Modules and sub-topics</b>   | <b>Hours</b> | <b>Weightage (%)</b> |
|---|-----|---|--------------|----------------------|
|   |     | <b>Module 1:</b>  |              | 25                   |
| 1 | 1.1 | <b>Search Engine Optimization:</b> How to implement on-page SEO in Drupal, How to safely move your old website to Drupal<br><b>Generating Website Traffic:</b> implementing affiliate program, social media, Rich Snippets, pay-per-click<br><b>Social Media:</b> Installing social media tracking Pixels, Implementing Affiliate Program | 12           |                      |
|   | 1.2 | <b>Communicating with your customer:</b> email marketing with drupal, sms marketing using drupal, push notifications on Drupal  | 11           |                      |
|   |     | <b>Module 2 :</b>   |              | 25                   |
| 2 | 2.1 | <b>Measuring success :</b> Web Analytics, Google Analytics, GTM, open source web analytics solution,  | 10           |                      |
|   | 2.2 | <b>Marketing your drupal commerce store:</b> Promotion and coupons in Commerce store, product feeds, google shopping, live chat, marketing automation, implementing a cart abandonment recovery email, Adding Google Analytics, Enhanced Ecommerce integration to drupal commerce   | 12           |                      |
|   |     |   |              |                      |