

The Art of Digital Marketing in Blended Learning Mode

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

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)

		Modules and sub-topics	Hours	Weightage (%)
		Module 1:		25
1	1.1	Getting started with Digital Marketing: Digital marketing, Content marketing, Digital marketing tools and tactics available, Measuring Digital Marketing Success	10	
	1.2	Building Your Own Digital Marketing Plan: Web analytics, strategy and plan, Plan for e-commerce store. Plan for setting Drupal Agency	10	
		Module 2 :		25
2	2.1	Market Your Drupal Website: Installing a website on your machine, setting up a demo Drupal Commerce Website, Building Drupal Marketing CheckList,	15	
	2.2	Managing and organizing marketing content: Create a digital marketing Landing page, Automatic content translation,	10	