



Sri Shridevi Charitable Trust (R.)
SHRIDEVI INSTITUTE OF ENGINEERING & TECHNOLOGY

(Recognised by Govt. of Karnataka, Affiliated to VTU, Belagavi and Approved by AICTE, New Delhi)

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Curriculum for Digital Marketing Course

- 1) Introduction to Digital Marketing
- 2) Planning and Creating a Website
- 3) Search Engine Optimisation (SEO)
- 4) Search Engine Marketing (SEM)
- 5) Social Media Marketing
- 6) Content Strategy
- 7) Web Analytics
- 8) Email Marketing
- 9) E-commerce
- 10) Internet Marketing

Assessment: -

Minimum 80% attendance
Minimum 80% Participation in Hands-On training
Quiz 50%

(Prof. Shanmukha Swamy CV)
HOD - CSE, SIET

HOD,
COMPUTER SCIENCE & ENGG.,
SIET, TUMAKURU-06.

PRINCIPAL
SIET TUMKUR
Dr. Narendra Viswanath
Principal, SIET