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NABA BALLYGUNGE MAHAVIDYALAYA

(Formerly CHARUCHANDRA EVENING COLLEGE)

27E, Bosepukur Road, Kolkata - 700042

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Name of the Add- On Course-Digital Marketing & E-Learning

TOTAL TIME: 30 HRS

DURATION: 06.12.2022 to 19.12-2022

FACULTY IN CHARGE: Smt Santanu Mondol
FACULTY MEMBERS: Smt Ujjaini Paul
Sri Anup Kumar Saha
Sri. Ishwar Tudu



About the Course:

The course aims to provide a comprehensive understanding on the various aspects of Digital Marketing and E-Learning.

Course Objectives:

- Develop an understanding about the fundamental concept of digital and social media tools, platforms, strategies and trends.
- Discover ways to connect online with new markets.
- Developing a fundamental understanding about E-learning concept, tools and processes.

Session Plan

Topics	Time Allotted
Fundamentals of Digital Marketing: Digital Marketing: Concept, Comparison of Traditional and Digital Marketing, Benefits of Digital Marketing, Types of Digital Marketing	4 Hrs Santanu Mondol
Latest Digital Marketing Trends; 7Cs of Digital Marketing, 6 Steps of Digital Marketing, Digital Marketing Strategy for Websites	3 Hrs Santanu Mondol
Case Discussion: <ul style="list-style-type: none">• Dil Hain Hindustani Hashtag Campaign by Make My Trip• IPL Team's Digital Marketing Strategy by KKR• Float a Boat Campaign by Paperboat• The Great Indian Freedom Sale by Amazon	3 Hrs Ujjaini Paul
Basic Concepts: Social Media Marketing, Search Engine Marketing, Search Engine Optimization, E-Mail Marketing, E-Commerce, Influencer Marketing, Content Marketing, Affiliate Marketing	4 Hrs Ujjaini Paul
Career Opportunities in Digital Marketing	3 Hrs Anup Kumar Saha

Santanu Mondol

Principal

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