



## **Add-on Course: Digital Marketing**

Name of the Resource Person : Mr.Supreeth.G  
Topic : Certificate course on Digital Marketing  
Date : 26<sup>th</sup> September 2018, 17<sup>th</sup> January 2019  
Year/Sem/Section : 2<sup>nd</sup> Year/3<sup>rd</sup> Sem /A&BSection

### **Introduction of the Course:**

SAP ERP is world's No.1 ERP Software Tool!

MBA II year students with Financial Specialization are taught with FICO Module in SAP ERP. FICO Module defines the complete practical Business process operations configurations of Accounts / Finance department of an organization.

### **Objectives of the Course:**

- Learn how to do marketing online
- Generate potential leads
- Increase sales revenue with better brand awareness.
- Spend you marketing budget for your target audience only
- Create brand awareness and increase visibility
- Convert your company name into a brand name
- Find more customers online for your product / service.
- Gain expertise in operating your business online.
- Increase your revenue by marketing on internet.
- Create your brand awareness using social media.
- Generate business leads through inbound marketing.
- Take your business to another level by reaching a large audience.

### **Syllabus coverage:**

#### **Key highlights of the syllabus covered**

- Digital Marketing Fundamentals
- Facebook Marketing Fundamentals
- Facebook Ad Campaigns
- Google Adwords Basics
- Youtube Marketing
- Twitter Marketing
- Basics of Search Engine Optimization
- Local SEO
- Website Planning & Development



Rashtreeya Sikshana Samithi Trust

## R.V. INSTITUTE OF MANAGEMENT

CA-17, 36<sup>TH</sup> CROSS, 26<sup>TH</sup> MAIN, 4<sup>TH</sup> T BLOCK, JAYANAGAR, BANGALORE - 41

Ph: 080-26547048 Fax: 26654920; URL: [rvim.edu.in](http://rvim.edu.in); Email: [contact@rvim.edu.in](mailto:contact@rvim.edu.in)

**Number of students benefitted: 77**

### Examination & certification:

Examination was conducted on 17<sup>th</sup> January 2019, the performance of all the students have been very satisfactory for issuing certificates.

Certificates are issued by the Training service provider – NICT Computer Education Pvt Ltd

### Course outcomes:

- To segment online market
- Formulate digital marketing objectives.
- Develop an appropriate online *promotion* strategy to achieve the digital marketing objectives
- Develop an appropriate online *product strategy* to achieve the digital marketing objectives.
- Develop an appropriate online *distribution* strategy to achieve the digital marketing objectives.
- Demonstrate an understanding of the influence of the internet on the 4 P's of marketing.
- Gain expertise in operating your business online.
- Increase your revenue by marketing on internet
- Turning your contacts to Contracts through Social Media Marketing
- Developing an Social media Mindmap to achieve 10x ROI

  
Co-Ordinator

  
Director

Director  
R.V. INSTITUTE OF MANAGEMENT  
C.A. 17, 36th Cross, 26th Main,  
4th 'T' Block, Jayanagar,  
BANGALORE - 560 041,