

Certificate Course/ Program(s) Title	Tuition Fee (Rs.)
Digital Marketing & Social Media Advertising	Rs. 18,000/-

**Training Partner:** R.K. Films & Media Academy (RKFMA)

**Certificate by:** The University of Delhi (DU) shall award 'Certificate of Completion' jointly signed by the official representative of the COL-DU and the training partner, i.e., RKFMA.

**Course objectives:**

The Certificate Course in **Digital Marketing & Social Media Advertising** is offered by the Delhi University in association with the RKFMA. The programme's industry-oriented curriculum will be delivered by Digital Marketing trainers and industry experts, taught via offline and live online sessions and recorded videos. Explore from digital marketing strategy capabilities and execution tactics to content marketing secrets and tools to analyses performance, optimize budgets, and boost profits. Participate in an immersive learning journey to gain practical insights through a mix of lectures, tutorials, real-world case study discussions, and projects.

Learners who successfully complete the Delhi University's Digital Marketing Course shall be prepared for a career in a wide range of specialty areas, including content data analysis, email marketing, paid search marketing, social media management, digital marketing strategy, e-commerce marketing, search engine optimization, search engine marketing, pay-per-click management, and more.

**Course Contents / Topics of Discussion:**

- Marketing Fundamentals
- Using Wordpress for Marketers
- Search Engine Optimization (SEO): Key concepts taught in this course include search engine optimization (SEO) best practices, structuring a website for optimal results, the competitive use of keywords, optimizing code, how search engines work, link building, and other advanced optimization techniques. You will work with tools like Google Search Console, Google My Business, Google Analytics, Google Trends, and other essential platforms to gain SEO experience through digital simulation training.
- Tips for Content Writing
- Search Engine Marketing (SEM): This course teaches you PPC marketing, how to reduce PPC costs, optimal ad placement, campaign building, and how to increase conversion rates. You will also work with Google Tag Manager, Google Ads Editor, Microsoft/Bing Ads, and Google Ads, which is considered essential due to its comprehensive format.
- Social Media Marketing (Organic & Paid): A social media presence is a key source of leads for businesses and a fundamental tool for digital marketers and advertisers. In this course, you will learn to manage multiple advertising channels and gain the knowledge, theory, and experience you need to use social media marketing on a variety of platforms.
- Introduction to E-Commerce
- Email Marketing
- Video Marketing
- What is Content Marketing?
- Fundamentals of Affiliate Marketing
- Online Reputation Management and Digital Strategy

**Eligibility:**

10+2 pass candidates (from any stream or subjects) can apply to join this Certificate Course in DU. Candidates appearing or appeared in qualifying exams (i.e.10+2) may also apply. Students pursuing degree or diploma courses from any colleges or universities or institutes may apply. Applicants may also be subject to screening.

**Class Mode:** The classes shall be offered both through offline and online modes.

**Course Duration:** An overall of 38 hours with a mix of tutorials, practical, performances, assignments, etc usually covered within 5 months (or lesser duration/ short term course varying on the number of classes conducted per week).

For any more information, please contact at 011-27181469 or +91-9312237583 (Call/ SMS/ WhatsApp). Alternatively, interested may also email at [infocoldu@gmail.com](mailto:infocoldu@gmail.com), [info@rkfma.com](mailto:info@rkfma.com) for any queries.

**Important:**

- the syllabus mentioned above is subject to change/update/modify without any prior notice keeping in view the latest trends.
- classes schedules shall be prepared after completion of the admission process.

**Work Opportunities:**

Students successfully completing the training programs shall be kept informed on the work opportunities, internships, jobs, etc.