

Name:

Date:

DIGITAL MARKETING

NO	TOPIC	STUDENT SIGN	FACULTY SIGN
1.	Introduction to Digital Marketing		
2.	Website Planning & Strategy		
3.	Search Engine Optimization (SEO)		
4.	Search Engine Marketing (SEM) / Google Ads		
5.	Social Media Marketing (SMM)		
6.	Content Marketing		
7.	Email Marketing		
8.	Web Analytics & Data Insights		
9.	E-Commerce Marketing		
10.	Performance Marketing		
11.	Marketing Automation & Tools		
12.	Branding & Online Reputation Management (ORM)		
13.	Affiliate & Influencer Marketing		
14.	Final Exam		