



This is a reference document to understand how class flows.

# Digital Marketing

## Introduction to Digital Marketing

### Topics Covered

- ☐ What is marketing?
- ☐ What is digital marketing?
- ☐ Why are people going online?
- ☐ Key concepts of digital marketing
- ☐ Benefits of digital marketing
- ☐ How digital marketing evolved
- ☐ Who's using digital marketing?
- ☐ How traditional and digital media differ?
- ☐ What are inbound and outbound marketing?
- ☐ Understand the future of digital marketing
- ☐ What is the Internet and how it works?
- ☐ How the internet evolved?
- ☐ What is a search engine?
- ☐ Types of search engine
- ☐ How does the search engine work?
- ☐ Why is google the world's best search engine?
- ☐ Ranking factors of google
- ☐ What are the reasons for yahoo's failure?
- ☐ Tools required in digital marketing
- ☐ What is advertising?
- ☐ What is online advertising?
- ☐ What is AdWords?
- ☐ Some of the best digital marketing case studies
- ☐ Career scope in Digital Marketing

# Website Design Guidelines

## Topics Covered:

- ☐ What is the Website?
- ☐ What is www?
- ☐ What are the different types of websites?
- ☐ Web page vs website
- ☐ Difference between blog vs website
- ☐ Components of the website
- ☐ Purpose of creating websites
- ☐ How to build a web page?
- ☐ Web design vs web development