



Syllabus for Certificate in Social media marketing

S.N.	Subject Code	Subject Name	Internal	External	Total
1	CSM101	Introduction to Digital Marketing	40	60	100
2	CSM102	Entrepreneurship Development	40	60	100
3	CSM103	E-Commerce & General Informatics	40	60	100
4	CSM104	Content Marketing and Copywriting	60	40	100
5	CSM105	Affiliate Marketing & E-mail marketing	60	40	100
6	CSM107	Social Media Marketing	60	40	100
7	CSM108	Advanced Search Engine Optimization	60	40	100
	TOTAL		360	340	700

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SEMESTER-I

Name of the Course : INTRODUCTION TO DIGITAL MARKETING

Course Code :

Credits 4

Total Lecture Hours: 72

Course Overview and Context:

The course provides a deep knowledge about the Digital marketing platforms and the theoretical aspects of creating a website.

Syllabus Content:

Module I 15 Hours

Introduction to Digital Marketing -What is Digital Marketing- Why Digital Marketing-Digital Marketing Platforms- Organic and Paid Digital Marketing- Difference between Traditional Marketing and digital Marketing- Advantage of Digital Marketing-Digital Marketing Manager- Role and functions of a Digital Marketing Manager–Significance of a Digital marketing manager in maintaining health and safety of workplace

Module II 10 Hours

Website & Search Engine introduction- How to create a website –Hosting and Domain– Different platforms for website creation- what is search engine- introduction of Google, Bing, Yahoo -

Module III 15 Hours

MISC Tools- Google Webmaster Tools- Site Map Creators- Browser-based analysis tools-Page Rank tools- inging & indexing tools- Dead links identification tools- Open site explorer Domain information/whois tools- Quick sprout

Module IV

12 Hours

Lead Management & Digital Marketing-Web to lead forms- Web to case forms- Lead generation techniques- Leads are everywhere- Social media and lead genInbuilt tools for Digital Marketing- Ip Tracker- CPC reduction (in case of paid ads)Group posting on Social Media platforms

Module V

20 Hours

Trending Digital Marketing Skills- SEO – Search Engine Optimization- SEM – Search Engine Marketing.-Social Media Marketing/Optimization- Email Marketing. Website Designing and Development- Product Marketing- Content Writing. Marketing the created content online- Copywriting- Blogging- Local Marketing. Google AdWords Campaign Management- PPC Advertising- Affiliate Marketing. Mobile and SMS Marketing- Marketing Automation-Web Analytics- Growth Hacking.

Learning Resources

- Chaffey, D. (2019). Digital marketing. Pearson UK.
 - Chaffey, D., & Smith, P. R. (2017). Digital marketing excellence: planning, optimizing and integrating online marketing. Taylor & Francis.
 - Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.
 - Kaufman, I., & Horton, C. (2014). Digital marketing: Integrating strategy and tactics with values, a guidebook for executives, managers, and students. Routledge.
 - Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. International Journal of Information Management, 34(2), 65-73.
 - Stokes, R. (2011). E-Marketing: The essential guide to digital marketing. Quirk e-Marketing.
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SEMESTER-I

Name of the Course : ENTREPRENEURSHIP DEVELOPMENT

Course Code :

Credits 3

Total Lecture Hours: 54

Course Overview and Context:

Provides an insight into the entrepreneurial qualities and skills required for formation of an enterprise and give awareness about the support systems available to the entrepreneurs

Course Outcomes:

CO1: Understand the concepts relating to entrepreneurship.

CO2: Explain the steps in preparation of project report.

CO3: Administer the steps involved in the setting up of an enterprise

CO4: Apply the aspects of appraisal of projects

CO5: Discuss the factors affecting entrepreneurship

Syllabus Content:

Module I

10 Hours

Introduction to Entrepreneurship- Definition and Meaning- Distinction between entrepreneur and manager- Characteristics and traits of an entrepreneur- Skills -Motivation of Entrepreneur- - Functions of an Entrepreneur- Role and importance of Entrepreneurship in economic development- Factors affecting Growth of entrepreneurship

Module II

10 Hours

Classification of entrepreneurs-Classification of entrepreneurs-Digital Entrepreneurship-Social Entrepreneurship and Women Entrepreneurship- Problems faced by Women Entrepreneurs- Entrepreneurship in MSME -Micro Small Medium Enterprises-Definition- Role of MSME- Steps to establish an enterprise

Module III

14 Hours

Project Identification-Project- Meaning- Types- Project Management- Project life Cycle- Project identification- Sources of Project idea- Constraints in a project- Sources of Business

idea-Protecting the Idea-Legal Protection in India-Trademarks- Copyright-Patent- Geographical Indication- Designs

Module IV

10 Hours

Project Formulation and Report- Formulation of a project- Stages in project formulation- preparation of a project report- contents- project appraisal- various aspects of appraisal

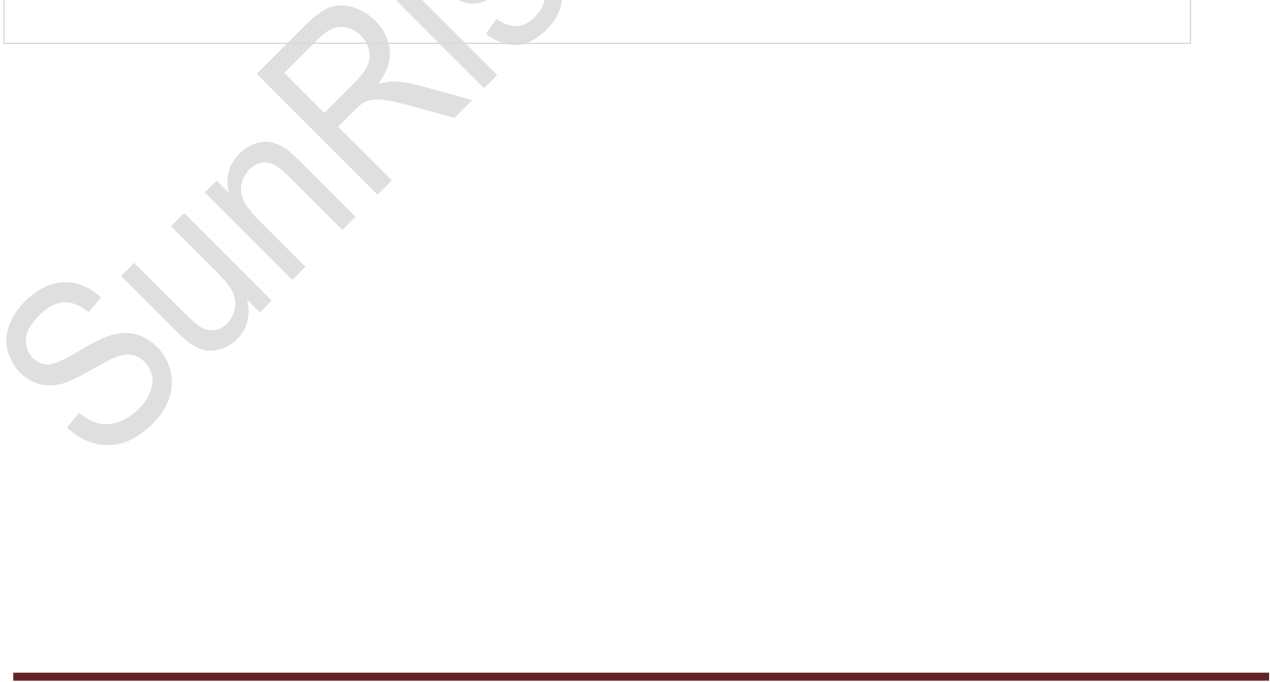
Module V

10 Hours

Entrepreneurial Support in India- Entrepreneurial Education and training-Entrepreneurship Development Programmes- Objectives and Methodology- The Concept, Role and Functions of Business Incubators- Start-Ups- Govt. of India Funding and Support for Start-Ups- Cluster Development Schemes- Pradhan Mantri Mudra Yojana- Industrial Estates- Special Economic Zones- Other initiatives and assistance-Green Channel clearances- - Bridge Capital- Seed Capital Assistance

Learning Resources

- Arora, Renu., Sood S.K : Entrepreneurial Development and Management
- Desai,Vasant : Dynamics of entrepreneurial development and management.
- Drucker,Peter F: Innovation and Entrepreneurship
- Gupta C.B., Srinivasan N.P: Entrepreneurship Development in India
- Khanka,S.S: Entrepreneurial Development
- M.M Abraham :Entrepreneurship Development and Project Management



SEMESTER-I

Name of the Course : CONTENT MARKETING & COPY WRITING

Course Code :

Credits 6

Total Lecture Hours: 108

Course Overview and Context:

The students will learn how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build their professional brand and authority through content marketing.

Course Outcomes:

CO1: Explain the concept of content marketing

CO2: Practice the methods to get the content to stick.

CO3: Create the strategic types of contents

CO4: Discuss the ethics and professionalism in managing the content

CO5: Differentiate between content writing and copy writing

Syllabus Content:

Module I

21 Hours

What is content Marketing– Introduction content marketing- Content marketing is used by leading brands- Content marketing is good for your bottom line and your customers-Content is the present and future of marketing- Marketing is impossible without great content-Building Your Professional Brand

Module II

21 Hours

How to Get Your Content to Stick -How to Keep it super simple- Snatch attention using the unexpected- Practice concreteness and reject abstraction- Use of emotions to connect story - Best fonts and presentation

Module III

21 Hours

The Strategic Types of Content– Strategic Types of Content- Attraction Content- Affinity Content & Action Content-How to Write Magnetic Headlines-Keyword Research-How to Create Compelling Content

Module IV

21 Hours

Managing Your Content- Ethics and Professionalism- Plagiarism and Copyright Law- introduction to Metrics- What Data Should Pay More Attention To- Multimedia Content

Module V

24 Hours

Copywriting- Quick Overview- A Broader look into Copywriting- Content Writing Vs Copywriting- Copywriting techniques and styles-Proofing and checking your work- Core Pillars of Copywriting-Online copywriting- Offline copywriting- Setting up your copywriting business

Learning Resources

- Busche, L. (2017). Powering content: building a nonstop content marketing machine. " O'Reilly Media, Inc."
 - Gamble, S. (2016). Visual content marketing: leveraging infographics, video, and interactive media to attract and engage customers. John Wiley & Sons.
 - Odden, L. (2012). Optimize: How to attract and engage more customers by integrating SEO, social media, and content marketing. John Wiley & Sons.
 - Schaefer, J. W. (2018). Content Marketing: Essential Guide to Learn Step-by-Step the Best Content Marketing Strategies to Attract your Audience and Boost Your Business. EC Publishing via Publish Drive.
 - Solomon, L. (2016). The librarian's nitty-gritty guide to content marketing. American Library Association.
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SEMESTER-I

Name of the Course : AFFILIATE MARKETING AND EMAIL MARKETING

Course Code :

Credits 6

Total Lecture Hours: 108

Course Overview and Context:

Provides knowledge on building an email list and on creating an email marketing campaign to help grow the affiliate marketing research using Email Marketing and Affiliate Marketing.

Course Outcomes:

CO1: Explain the concept of affiliate marketing.

CO2: Discuss on the partnership with Affiliate Networks, AdSense& Ad Networks

CO3: Create web designs and integrate social plugins

CO4: Integration of ESP with WordPress

CO5: Integrate the methods available for Email Analytics

Syllabus Content:

Module I 21 Hours

Introduction to Affiliate Marketing – Difference between referral and affiliate marketing- Merchant- Affiliate- Network- Types of Affiliate Websites

Module II 21 Hours

Partnership with Affiliate Networks, AdSense& Ad Networks - Compensation methods- Current and past issues-Email spam-Search engine spam- Google slap- Adware- Trademark bidding- Cookie stuffing- Lack of self-regulation and Industry standards

Module III 21 Hours

Affiliate Website: Strategy / Planning & case studies – Web design and development- Capturing visitor credentials- Integrating social plugins- integrating third party tools- Developing plugins - Locating and signing up with Affiliate networks-Implementing outbound tracking

links- Driving traffic to the website-Distributing plugins, add-ons, apps & widgets-Selling prominent ad spaces add-ons, apps and widgets

Module IV

24 Hours

Email Marketing- Introduction to Advanced Email Marketing- Write Better Subject Lines Develop Emails that Drive Results- Introduction to Email Marketing- Why List Building is so Important- How to Integrate ESP with WordPress- How to Track Email Sign Ups with Google Analytics- How to Add a Lead Magnet to Your Sign Up Form- How to Turn Your Homepage into a Landing Page

Module V

21 Hours

Email Analytics- Optimize Your Email Content -List Management Strategies -Automating Your Emails -Mail Chimp & Configuration- Create Optimal Landing Pages - Create an Email Campaign Checklist -GDPR for Digital Marketers

Learning Resources

- Beranek, L. (2019). The development of an in-house affiliate marketing network-a case study. *International Journal of Internet Marketing and Advertising*, 13(3), 271-283.
 - Brown, B. C. (2009). *The complete guide to affiliate marketing on the Web: How to use and profit from affiliate marketing programs*. Atlantic Publishing Company.
 - Chaffey, D. (2007). *Total E-mail Marketing: maximizing your results from integrated e-marketing*. Routledge.
 - Goldschmidt, S., Junghagen, S., & Harris, U. (2003). *Strategic affiliate marketing*. Edward Elgar Publishing.
 - Salcu, A. V., & Acatrinei, C. (2013). Gamification applied in affiliate marketing. Case study of 2Parale. *Management & Marketing*, 8(4), 767.
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SEMESTER-I

Name of the Course : ADVANCED ADD WORDS & PPC

Course Code :

Credits 6

Total Lecture Hours: 108

Course Overview and Context:

This course helps the participants gain expertise in Pay-Per-Click and Paid Search and to Identify and analyze the past and future Pay-Per-Click trends and make use of these patterns

Course Outcomes:

CO1: Discuss the impact of google AdWords

CO2: Explain the role of search advertising in marketing

CO3: Create successful video campaigns to build awareness

CO4: Prepare E-Commerce advertising for shopping campaigns

CO5: Develop a business on Google and promote business locally

Syllabus Content:

Module I

21 Hours

Marketing Fundamentals and content strategy – Why Google AdWords-The Digital Marketing Framework- the Value of Advertising on Google AdWords-Bidding & Calculating your CPC Bid- Measure Impact

Module II

21 Hours

Search Advertising-Intro to SEM- Keywords- Calculating your CPC Bid-Navigate AdWords-Metrics and Optimization- AdWords Certification-Difference between search add and display add- Types of ads on the Search Network- How to include or remove search partners

Module III

24 Hours

Display Advertising and Video Advertising- The Networks behind Display- Display Targeting- Display Ads-Calculating your CPC Bid in Display- Navigate AdWords- Metrics and

Optimization- Advertising within YouTube- Setting up a video campaign-Optimization- Create successful video campaigns- Build awareness with video-Drive Action with video

Module IV

21 Hours

E- Commerce Advertising- What are Shopping ads? - Google Merchant Center-Creating your Product Feed- Shopping campaigns in AdWords Conclusion

Module V

21 Hours

Google My Business & Local Add- Listing A business on Google (Google Mapping)-Replace, Edit Delete Location on Google- Google AdWords Express-Google Local Search Optimization-Promoting business locally

Learning Resources

- Clifton, B. (2012). Advanced web metrics with Google Analytics. John Wiley & Sons.
 - Fleischner, M. H. (2010). PPC Made Simple: Pay Per Click Strategies for Dominating Google AdWords. SEO Made Simple.
 - Geddes, B. (2014). Advanced Google AdWords. John Wiley & Sons.
 - Weller, B., &Calcott, L. (2012). The Definitive Guide to Google AdWords: Create Versatile and Powerful
- MODEL QUESTION PAPER



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SEMESTER-II

Name of the Course : E-COMMERCE AND GENERAL INFORMATICS

Course Code : VDM2G05D20

Credits 5

Total Lecture Hours: 90

Course Overview and Context:

It introduces the concept of electronic commerce, its models and types, various security issues and solutions and the way to set up an E-Commerce Business. It helps to make the students familiar with the mechanism of conducting business transactions through electronic media.

Course Outcomes:

CO1: Explain the theoretical and practical applications of E-Commerce.

CO2: Discuss the various E-Commerce models and strategies

CO3: Identify the various E-Payment systems available

CO4: Describe the concept and ways of E-Commerce security systems.

CO5: Discuss the steps in developing an E-Commerce website

Syllabus Content:

MODULE-1

18 Hours

Overview of Electronic Commerce-Introduction to E-commerce - Concepts, features and functions - Operation of e-commerce - Infrastructure for E-commerce - Application of E-Commerce in Direct Marketing and Selling, Value Chain Integration, Supply Chain Management, Corporate Purchasing, Financial and Information Services

MODULE-2

18 Hours

E-Commerce Models and Strategies -Types of E-commerce : B2B, B2C, C2C - C2B- Business Models for E-Commerce- Brokerage Model, Aggregator Model, Info-mediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model- Electronic Data Interchange - Mobile Commerce and Web Commerce - Introduction to ERP-Components

MODULE-3**18 Hours**

Electronic Payment Systems -Overview of Electronic Payment Systems, Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security).Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs), Electronic Banking, Electronic Fund Transfers.

MODULE-4**18 Hours**

E-Commerce Security-Introduction to Security - Passwords - Viruses - Firewalls - Encryption (PGP, SHTTP, SSL) - digital signature - digital certificate - other security measures

MODULE-5**18 Hours**

Setting up of E-Commerce Business-Web development - Promotion of the web sites - Trust building - Loyalty building - Marketing and branding - Online transactions - Management and control - Product delivery - Settlement.

Learning Resources

- Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd.
- Doing Business on the Internet E-Commerce (Electronic Commerce for Business) S. Jaiswal, Galgotia Publications.
- E-Commerce: An Indian Perspective, P. T. Joseph, S.J., PHI.
- E-Commerce, the Cutting Edge of Business: Kamalesh K Bajaj and Debjani Nag, TMH
- E-Commerce: Schneider, Thomson Publication
- Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH

SEMESTER-II**Name of the Course : SOCIAL MEDIA MARKETING****Course Code :****Credits 4****Total Lecture Hours : 72****Course Overview and Context:**

Provides knowledge regarding social media advertising including strategy development using various social media management tools and platforms.

Course Outcomes:**CO1:** Employ the important concepts of social media marketing

CO2: Practice the various theoretical aspects in Facebook marketing

CO3: Discuss the different ways of marketing using Twitter and LinkedIn

CO4: Illustrate YouTube marketing and optimization

CO5: Create Instagram business profile and promote business

Syllabus Content:

Module I

12 Hours

Why is social media marketing important- Introduction to social media advertising
Developing Social Media strategy- Social Media Management Tools: How to Cut Posting Time
in Half-Different types of Social Media Platforms

Module II

15 Hours

Facebook Marketing-Introduction to Facebook Marketing- Create Facebook Page and Cover
Pages-Page Settings, Description and About Page- Post Formulas Guaranteed to Drive
Engagement-Facebook Ads and Campaign- Types of Facebook Ads – In Depth Analysis-
Facebook Engagement, Reporting and Insights- Facebook Analytics- How to Start a Facebook
Ads Business/Agency

Module III

15 Hours

Twitter and LinkedIn –Introduction to Twitter Marketing- How Twitter Works- What Not to
Do on Twitter- Ways to Get More Re Tweet- Steps to Optimize Your Profile- Hashtags to

Increase Discoverability- Twitter Advertisement- Introduction to LinkedIn Marketing- Optimize Your LinkedIn Profile-LinkedIn for Advertisement- Reach Your Target Audience with LinkedIn-How to Get 500+ Connections and Why you Should- How to Make Sales on LinkedIn- Advanced LinkedIn Strategies for B2B Marketing

Module IV

15 Hours

YouTube- Introduction to YouTube Marketing- YouTube Marketing Strategy-The Subscriber Advantage- Account Set Up, Optimization, Keyword Research and Video Structure- YouTube SEO, Thumbnails, Annotations and Cards- YouTube Promotion and Analytics- YouTube Monetization

Module V

15 Hours

Instagram- How to Create an Instagram Business Profile- Optimize your Instagram Bio & Profile Image- Instagram Captions &Hashtags -Reposting Instagram Content- How to Increase your Instagram Followers & Exposure- Ways to Convert Instagram Followers to Sales & Leads- Sponsored Posts -Instagram Ads via Facebook -Instagram Analytics -Instagram Profile + Instagram Post Captions- Instagram Ads-Engagement + Instagram Algorithm- Instagram Stories + Instagram Reels + IGTV-Shopping on Instagram

Learning Resources

- Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum.
 - Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education.
 - Geho, P. R., &Dangelo, J. (2012).The evolution of social media as a marketing tool for entrepreneurs. The Entrepreneurial Executive, 17, 61.
 - Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). Digital and social media marketing: a results-driven approach. Routledge.
 - Shen, C. W., Luong, T. H., Ho, J. T., &Djailani, I. (2019). Social media marketing of IT service companies: Analysis using a concept-linking mining approach. Industrial Marketing Management.
 - Tuten, T. L., & Solomon, M. R. (2017). Social media marketing.Sage.
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SEMESTER-II

Name of the Course : ADVANCED SEARCH ENGINE OPTIMIZATION

Course Code : VDM2SP05D20

Credits 5

Total Lecture Hours: 90

Course Overview and Context:

This course provides knowledge on how to identify key SEO metrics and collect, interpret, validate, and report success to your clients and stakeholders. It includes many facets of SEO including keyword research, technical SEO, link building, analytics, and much more

Course Outcomes:

CO1: Explain the conceptual aspects of Search Engine Optimization

CO2: Identify the right keywords to optimize the website

CO3: Practice the on page optimization techniques

CO4: Practice the off page optimization techniques

CO5: Discuss the methods to avoid SEO Penalty & Dynamic Website SEO.

Syllabus Content:

Module I

18 Hours

SEO Introduction– Why SEO is important- SEO Career options and best way to start your Career- SEO Planning and Strategy- First Stages of SEO Implementation- How Social Media Plays a Role in Search Engine Ranking and Results- Mobile and Local SEO- Tracking Results and Measuring Success- About Search Engine- History of search engines-How do search engines work- Detailed process of Search Engines-Major Google Algorithms

Module II

18 Hours

Keyword Research- What Are SEO Keywords- But Aren't Keywords in SEO 'Dead'- Keywords so Important to SEO- Most Common Types of Keywords in SEO- Choose the Right Keywords – Use Keywords to Optimize Your Site- The Role of Inbound Links in How Long SEO Takes

Module III

18 Hours

On Page Optimization– Essentials of good website designing- HTML Basics for SEO- Usability and User Experience in Website- Onsite Optimization Basics- Importance of Domain Names and Value- Domain Selection- Website Structure and Navigation Menu Optimization- Coding Best Practices- Filename Optimization- Title Tag Optimization- Keywords- Keyword Density Analysis- Keywords Research in Various Search Engines- Meta Tags- Meta Tags Optimization- Headers Optimization- SEO Content Writing- Optimizing SEO content- Page Speed Optimization Tool- Anchor Links Optimization-Internal Link Strategy- Iframes / Frames effects on SEO

Module IV

18 Hours

Off Page Optimization- Introduction to Offsite Optimization- Local marketing of websites depending on locations- Promoting Subsequent pages of the website- Black Hat / White Hat / Grey Hat SEO-Submission to Relevant Directories- Linking Building Methodology- Types of Linking Methods- Free Links / Paid Links- Directory Submission- Blog Submission-Free Classifieds-Forums- Forum Signatures and Commenting- Press Releases- Video optimization- Link Building- How to promote home page- Directory Submissions for SEO- Social Bookmarking- Local Business Listing (Local SEO)- Classifieds Posting-Using Blogs for SEO- Blog Commenting- Press Release Submission- Article Submissions-Video Submissions- Social Media Optimization Techniques (Basics)- RSS Feeds Submissions- Tracking the Links and Page Rank

Module V

18 Hours

How to avoid SEO Penalty & Dynamic Website SEO?–What is Google Penalty –Google Panda Penalties – Google Penguin Penalties- Intrusive interstitial Penalties- Dynamic Website SEO- Difference between Dynamic and Static Sites- SEO for Word press (SEO Widgets)-SEO for Joomla (Joomla SEO Plug-in)- SEO for BlogSpot- How to optimize the Flash Websites

Learning Resources

- Clarke, A. (2016). SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies. Guru Publisher.

- Dunford II, T. (2008). Advanced Search Engine Optimization: A Logical Approach. Lulu. Com.
- Liang, P. (2005). U.S. Patent Application No. 11/024,324.
- Rognerud, J. (2008). Ultimate guide to search engine optimization: drive traffic, boost conversion rates and make lots of money. Jon Rognerud SEO.
- Wilson, M. L., Schraefel, M. C., & White, R. W. (2009). Evaluating advanced search interfaces using established information-seeking models. Journal of the American Society for Information Science and Technology, 60(7), 1407-1422.

SEMESTER-II

Name of the Course : GOOGLE ANALYTICS & TAG MANAGER

Course Code : VDM2SP06D20

Credits 5

Total Lecture Hours: 90

Course Overview and Context:

This course covers the more complex elements of Google Analytics course and provides a thorough understanding of how data is collected on a website, including a best practice GA set up.

Course Outcomes:

CO1: Explain the working of Google Analytics.

CO2: Explain the interface of google analytics and the basic reports.

CO3: Appraise basic campaign and conversion tracking

CO4: Develop own analytics account

CO5: Integrate Advanced Analysis Tools, Advanced Marketing Tools and Google Tag Manager

Syllabus Content:

Module I

18 Hours

Introducing Google Analytics- Why digital analytics?- How Google Analytics works-Google

Analytics setup- How to set up views with filters- Setup Goal Tracking to Measure Success - Filter Internal Traffic

Module II

18 Hours

The Google Analytics Interface & Basic Reports-Navigating Google Analytics-Understanding overview reports- Understanding full reports- How to share reports- How to set up dashboards and shortcuts- Audience reports- Acquisition reports- Behaviour reports

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Module III

18 Hours

Basic Campaign and Conversion Tracking–How to measure Custom Campaigns- Tracking campaigns with the URL Builder-Use Goals to measure business objectives- How to measure Google Ads campaigns- Course review and next steps

Module IV

18 Hours

Data Collection, Processing and Configuration - Google Analytics data collection- Categorizing into users and sessions- Applying configuration settings- Storing data and generating reports-Creating a measurement plan- Organize your Analytics account- Set up advanced filters on views- Create your own Custom Dimensions- Create your own Custom Metrics- Understand user behaviour with Event Tracking- More useful configurations

Module V

18 Hours

Advanced Analysis Tools, Advanced Marketing Tools and Google Tag Manager - Segment data for insight-Analyze data by channel- Analyze data by audience- Analyze data with Custom Reports-Introduction to remarketing- Better targeting with Dynamic Remarketing- How Tag Manager Works- How to Add the Data Layer-How The Data Layer Works- Cross-Domain Tracking- How to Track Events with Variables-How to Set up Dynamic Remarketing

Learning Resources

- Alhlou, F., Asif, S., &Fettman, E. (2016). Google Analytics Breakthrough: From Zero to Business Impact. John Wiley & Sons.
 - Clifton, B. (2012). Advanced web metrics with Google Analytics.John Wiley & Sons.
 - Cutroni, J. (2010). Google Analytics: understanding visitor behavior. " O'Reilly Media, Inc."
 - Gunter, U., &Önder, I. (2016).Forecasting city arrivals with Google Analytics. Annals of Tourism Research, 61, 199-212.
 - Hasan, L., Morris, A., &Proberts, S. (2009, July). Using to evaluate the usability of e-commerce sites.In International Conference on Human Centered Design (pp. 697-706).Springer, Berlin, Heidelberg.
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- Keranen, H., Pohjanheimo, L., & Ailisto, H. (2005, July). Tag Manager: a mobile phone platform for physical selection services. In ICPS'05. Proceedings. International Conference on Pervasive Services, 2005. (pp. 405-412). IEEE.
- Ledford, J. L., Teixeira, J., & Tyler, M. E. (2011). Google analytics. John Wiley and Sons.
- Ohkubo, S., & Suda, H. (2005). U.S. Patent Application No. 11/111,892.
- Plaza, B. (2011). Google Analytics for measuring website performance. Tourism Management, 32(3), 477-481.
- Siemens, G. (2013). Learning analytics: The emergence of a discipline. American Behavioral Scientist, 57(10), 1380-1400.

SEMESTER-II

Name of the Course : WORDPRESS DESIGN AND DEVELOPMENT

Course Code : VDM2SP07D20

Credits 5

Total Lecture Hours: 90

Course Overview and Context:

This course teaches Web Design principles and key elements needed for creating an engaging website. It also takes the Learner through the simple technicalities needed to develop and maintain a website

Course Outcomes:

CO1: Explain the concept of WordPress and its installation procedure

CO2: Integrate various tools in WordPress for the better working

CO3: Develop a colour scheme and use various tools in WordPress

CO4: Develop theme using WordPress CSS information and techniques

CO5: Prepare content management using WordPress

Syllabus Content:

Module I

18 Hours

Why WordPress?– Introduction of different Web Technology- What is WordPress- How WordPress Works- Domain Registration and Hosting -Setting up and Installing Word Press-

Installation of server- Installation of Word Press- Installation of MY SQL- Summary

Module II

18 Hours

WordPress-First Steps With WordPress-WordPress Semantics Learning the Jargon- Using Images-Wrapping Text Around Images-Comments in WordPress- Finding WordPress Help- Post Formats- Linking to Posts, Pages, and Categories- Using Smilies- Links Manager- WordPress Feeds- Customizing Feeds-How to Use Gravatars in WordPress- Writing Code in Your Posts- Using Password Protection

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Module III

18 Hours

Designing—Developing a Colour Scheme-Designing Headers- CSS Horizontal Menus-Dynamic Menu Highlighting- Good Navigation Links-Next and Previous Links-Styling for Print-Designing Your Post Meta Data Section-Customizing the Read More- Formatting Date and Time- Styling Lists with CSS-Designing Headings- Using Images- Comprehensive list of design articles

Module IV

18 Hours

Theme Development- WordPress CSS Information and Techniques-Creating Individual Pages-Uploading Files-WordPress Blog Design and Layout-Using WordPress Themes- HTML to XHTML- Custom Post Types- Stepping Into Templates-Stepping Into Template Tags- Template Hierarchy- The WordPress Loop- The Loop in Action- Anatomy of a Template Tag- Theme Functions File Explained

Module V

18 Hours

Content Management using WordPress - Archiving content- The purpose of categories- Naming a category- Creating a new category- About static page parents and children- Permalinks- Dressing up links- Customizing links- Checking Links with Your Server- Syndicated content (RSS) - About Feed Readers- RSS options- RSS and Social Media

Learning Resources

- Avila, J., Sostmann, K., Breckwoldt, J., & Peters, H. (2016). Evaluation of the free, open source software WordPress as electronic portfolio system in undergraduate medical education. *BMC medical education*, 16(1), 1-10.
 - Azcarraga, J. C. E., Agmata, A., Follante, J., Palermo, J. D., Labrador, K., & Pante, M. J. (2016, February). WORDPRESS 101: TEACHER'S GUIDE TO WEBSITE DEVELOPMENT. In 51st BIOTA Annual National Convention and Scientific Sessions.
 - Barnes, S. J. (2015). Digital Magazines and WordPress: A Case Study of Two Digital Magazines during Their Development and First Year.
 - O'Neill, J. L. (2017). Deploying a WordPress-based learning object repository to scale up instruction and effect a culture of sharing. *Reference Services Review*.
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- Williams, B., Damstra, D., & Stern, H. (2015). Professional WordPress: design and development. John Wiley & Sons.

SEMESTER-II

Name of the Course: INTERNSHIP

Course Code: VDM2SI01D20

Credits: 2

Practical- Internship in Digital Marketing Firms.

Course Outcomes:

CO1: Describe various functions performed in a Digital Marketing Firm

CO2: Develop practical skills by on the job training in a Digital Marketing Firm

The students are required to undergo an internship in Digital Marketing Firm for gaining practical experience in the field.

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