



Shri Vile Parle Kelavani Mandal's
MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE &
AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS)



NAAC Reaccredited 'A' grade, CGPA:3.57

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Affiliated to the
UNIVERSITY OF MUMBAI

DEPARTMENT OF MANAGEMENT

ADD ON COURSE ON MARKETING STRATEGIES & BRANDING
Choice Based Credit System (CBCS) with effect
from the Academic year (2023-24)

Academic Council No: 15
Agenda No: 03 (XV) - e

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VALUE ADDED COURSE ON MARKETING STRATEGIES & BRANDING

Introduction to Social Media Marketing: Branding (30 hours)

Why is this course needed?

If you don't know why social media is important, you are living under a rock! Let us get you out of that rock and if you are already above it, we can help you climb the mountain that is Social Media! Algorithms change, how content is consumed changes and what you can do in social media is just a speck in the universe of these multiple apps. We will take your hand and guide you through these fun apps and help you understand it better. You can choose the agency life, be an influencer or run the brand!

Why keep googling the terms of social media success when we can lead to them, and that too in the most alluring way!

Industry trends, brand realities, OTT truths and some real-time social media hacks - all of these will help your career.

The Value-added course will include 24 hours of Class room training and 6 hours of self-learning module and project.

Syllabus

Starting with the basics I- Beginners (5 hours)

- Introduction to social media and the broadening scope of social media
- How India behaves and reacts on social media
- Introduction to branding

Starting with the basics II- Beginners (5 hours)

- Fundamentals of Marketing & Branding
 - Industry trends
 - How to spot trends

Your Social Media: Strategy & Importance (5 hours)

- Social footprint
- Impact of personal social media on Brands
- Fundamentals of Marketing & Branding
- Creating an account
- What is a brief?
- Understanding a brief

Basics of platforms I: Brand Perspective (5 hours)

- How to create and optimise a Facebook page
- How to create and optimise an Instagram Page

Basics of platforms I: Brand Perspective (1 hour)

- How to create and optimise a LinkedIn page
- How to create and optimise a Twitter Page

Other platforms (1 hour)

- Snapchat
- Reddit
- YouTube
- Pinterest

The Social Media life: What to expect and what to know (1 hour)

- Work options
- Agency life v/s client life
- How to deep dive into social media

The final call: How to crack the social media game (1 hour)

Introduction to Digital Media Marketing: Beginners (30 hours)

Why is this course needed?

The world is going digital. The pandemic made it imperative for native and orthodox business to adapt and get on with the digital world. Those who didn't, perished. Dynamic nature of the wonders of internet have made this the best skill to understand and have. The Digital Market is beyond Facebook & Instagram. There is a universe you need to know about, and we are your portal into it!

Whether you are to join a family business, lead a team or just trying to figure it out. Knowing this will add an edge to the profile and add that edge in the resume.

This certification course will have hands-on workshops, work on mock projects of companies like Kitkat, Hyundai, Whistling Woods International, Bharti Airtel, Heineken, Garnier & more

The Value-added course will include 24 hours of Class room training and 6 hours of self-learning module and project.

Syllabus

Basics and understanding Digital Media (DM) (5 hours)

- Scope of DM: an introduction
- Digital Media Marketing & Social Media Marketing
- Digital Marketing in India: a glimpse

Basics of Digital Marketing Channels & Metrics (5 hours)

- Website
- Third party channels
- Blogs
- SEO
- Display

Strategy & Decision Making (4 hours)

- Strategy: an introduction
- Decision making based on strategy

Digital Media Marketing: What to expect (5 hours)

- Current industry trends
- What to expect from the Digital Universe: a glimpse
- Understanding media plans
- Realtime media decisions

Impact of DM in business (5 hours)

- New age business x Old time business
- Raw data understanding
- Raw analysis and learnings
- Self-Study and Project

Introduction to Marketing Analytics & Strategy: Beginners (30 hours)

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Why is this course needed?

1.5 Billion: projected number of Internet users in India by 2040, indicating a big market potential in Internet services. **220million:** the estimated size of online shoppers in India by 2025.

The current industry itself is trying to figure out social media and the data it provides. A lot of brands are missing out because they lack a resource who can make sense of all the data that matters. There is a huge gap of Marketing Analysts in the industry.

Understanding and learning the basics is what the current need of the hour is. It isn't all numbers and it is fun. Yes it is!

The environment we aim to create is to learn current industry trends and no lecture-approach - 'cause life is boring enough, let's make it fun!

The Value-added course will include 24 hours of Class room training and 6 hours of self-learning module and project.

Syllabus

Digital marketing and Consumers: An overview (5 hours)

- Marketing Management overview
- How to pivot between brands and services
- Customer segmentation & profile building
- Delivery & exchange of value

Strategising the customer (5 hours)

- Target Audience
- Target Selection & Processing
- Customer personas for Digital & their need
- Customer journey
- Customer mapping

All about that Data I (4 hours)

- Why it matters
- What is data
- Gathering data
- Understanding data

All about that Data II (4 hours)

- Comprehending data
- Multiplying goals
- Performance analysis
- Data strategy
- Data reading

Moment of truth (2 hours)

- PPC Analytics
- SEO Analytics

New age dynamics (4 hours)

- Metrics
- Role of AI in Analytics
Real time Analytics

Note:For all the 3 courses that we have shared syllabus for, we will conduct mock interviews with real hiring managers.

HKKurup

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