

## DMSP COURSE SCHEDULE

Course	S NO	Topic	Duration	Date	Timings	Mode of Training
Digital Media Strategy, Planning and Budgeting	1	Digital Media Ecosystem Understanding	2 Hrs	6th January 2020	7:00 PM - 9:00 PM	Online
	2	Digital Media Success Stories of 3 Brands				
	3	Understanding the business's marketing needs	2 Hrs	7th January 2020	7:00 PM - 9:00 PM	Online
	4	Setting Up Business Aspirational Goal				
	5	Customer Profiling				
	6	Business Model Validation	2 Hrs	8th January 2020	7:00 PM - 9:00 PM	Online
	7	Digital Marketing Competitor Analysis				
	8	Building Magnetic Marketing Funnel				
	9	Online Systems to achieve Business Aspirational Goals	2 Hrs	16th January 2020	7:00 PM - 9:00 PM	Online
	10	DM Compatible Website and Landing pages Planning				
	11	Essential Tracking Codes				
	12	Organic and Paid Traffic and Lead Generation Strategies (Google, Facebook, LinkedIn, Quora and Instagram)	2 Hrs	20th January 2020	7:00 PM - 9:00 PM	Online
	13	Keyword Research and Social Media Audience Research for Paid Ads	2 Hrs	21st January 2020	7:00 PM - 9:00 PM	Online
	14	Content Marketing Strategies to convert Contacts to contracts	2 Hrs	22nd January 2020	7:00 PM - 9:00 PM	Online
	15	6 Month Content Calendar plan				
	16	EMail Marketing Automation Strategies	2 Hrs	27th January 2020	7:00 PM - 9:00 PM	Online
	17	Messenger Automation Strategies		28th January 2020	7:00 PM - 9:00 PM	Online
	18	Digital Media Strategy Formulation and Digital Media RoadMap	2 Hrs			
	19	Digital Media Budget Forecasting	2 Hrs	3rd February	7:00 PM - 9:00 PM	Online
	20	Digital Media Reporting and Analysis				
			20 Hrs			