

India has witnessed an exponential growth in the internet and mobile phones users during the recent decade. It has opened a wide range of communication tools for the individuals and organizations. Today, the communication through online platforms has become a key element of Integrated Marketing Communication strategy and changed the way how organizations communicate with their stakeholders. Organizations have started using internet and digital devices in their main marketing strategy in the form of digital marketing. Digital marketing is rapidly growing force in the present marketing domain and is set to be the future of marketing. It has resulted in numerous opportunities and avenues for advertising and marketing both in domestic and international business environment.

Therefore, there is a need to understand the fundamentals of Digital Marketing and to inculcate the skills of digital marketing among students. In this background, a course on Digital Marketing has been designed which aims to build conceptual foundation of digital marketing and to develop the students' skills to plan, implement and monitor digital marketing campaigns in globalized environment. The target audience of this course is primarily students pursuing MBA and other management related courses. However, anyone who wants to leverage the power of digital marketing in his business or profession may join this course.

Prerequisites of the course are ; Basic Knowledge of internet and internet browsing Experimental and Analytical mindset , No Hardcore technical knowledge required to pursue this course.

More than 53000 Learners already upgraded their skills from this course

Ranked in Top 15 Courses worldwide - Class Central.

There is no Course Fee.

Eligibility: Open to all who are passionate to learn Digital Marketing

Duration - 15 Weeks ( Starting from July 25, 2022).

Certification by Panjab University Chandigarh and CEC- UGC.

Online course - Available on the SWAYAM platform.

Content will be released every week in the form of recorded lectures.

On-demand, there will be live webinars on the latest developments in the Digital Marketing

There will be a final Examination for certification purpose

Assignments/ Live Projects/ Quizzes

Online support for clearing doubts

For further details please click the link below:

Join at [https://onlinecourses.swayam2.ac.in/cec22\\_mg26/preview](https://onlinecourses.swayam2.ac.in/cec22_mg26/preview)