

DEPARTMENT OF ACCOUNTING AND TAXATION (B. VOC)

Add on Course: CCAT01 (P) DIGITAL MARKETING

Syllabus

Course Code: CCAT01 (P)

Total Hours: 30

Marks: 25

Course Objectives:

- To equip the students to handle social media devices for advertisement.
- To understand basic social media devices

Course details:

Module 1: Digital Marketing, Introduction, Importance, Digital marketing tools.

4 hours

Module 2: Face book Business Page Creation, signing in to face book, creating business page-steps, add information, Facebook advertising, ads manager, advertisement campaign.

10hours

Module 3: Linked In page creation, steps, LinkedIn advertisement creation

4hours

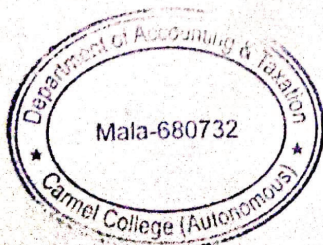
Module 4: Instagram Business Account, Steps, creation of Instagram advertisement, steps

6 hours

Module 5: Brochures and Poster Making- Basics, Steps.

6 hours

References: SA Sherlekar, "Marketing Management, Concepts and Cases", Himalaya Publishing House Private Ltd.



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