



Parle Tilak Vidyalaya Association's  
**M. L. DAHANUKAR COLLEGE OF COMMERCE**

(Affiliated to University of Mumbai)

Accredited with 'A' Grade by NAAC

Dixit Road, Vile Parle (East),  
Mumbai - 400 057.  
E-mail : mldc@rediffmail.com  
Website : www.mldcc.com

Tel. : 2617 9580 (Degree College)  
26136748 (S.F.C.)  
26183614 (Jr. College)  
: mldcc App



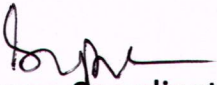
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Date : 23 JUL 2019

## Digital Marketing Syllabus

Digital Marketing Short Term Course will be comprised of both activities and lectures that will touch upon the following topics.

- Search Engine Marketing
- Social Media Marketing
- Search Engine Optimization
- Ecommerce
- Digital Analytics
- Media Planning/ Buying
- Art & Copy
- Technology- Websites, Mobile Apps & Emailers

  
Course Coordinator



  
Principal