

<b>STC in Advanced Digital Marketing</b>		
Session 1	<ul style="list-style-type: none"> <li>● Understanding the role and importance of digital media in today's new digital age:</li> <li>● What is Digital Media</li> <li>● What role does digital media play in today's scenario</li> <li>● Importance and need for digital media</li> </ul>	2 Hrs
Session 2	<ul style="list-style-type: none"> <li>● <b>Understanding different digital platforms and their specific roles in the industry</b></li> <li>● What are the different platforms in the digital media</li> <li>● What role does each platform play</li> <li>● How to use these platforms effectively</li> </ul>	2 Hrs
Session 3 And Session 4	<ul style="list-style-type: none"> <li>● <b>Facebook Marketing</b> <ul style="list-style-type: none"> <li>- What is Facebook</li> <li>- What is the purpose</li> <li>- How is it different than other platforms</li> <li>- Facebook personal profile optimization</li> <li>- How to effectively leverage Facebook communities</li> <li>- How to use Business pages for promotions</li> </ul> </li> </ul>	4 hrs
Session 5 And Session 6	<ul style="list-style-type: none"> <li>● <b>Instagram Marketing</b> <ul style="list-style-type: none"> <li>- What is Instagram</li> <li>- Understanding different account types; Business, Personal, Creators</li> <li>- Profile optimization</li> <li>- What content works on Instagram</li> <li>- Hashtag strategy</li> <li>- How to leverage Reels and stories for engagement on the pages</li> <li>- How to run paid campaigns</li> <li>- How to do collabs, influencer marketing on Instagram</li> </ul> </li> </ul>	4 hrs
Session 7	<ul style="list-style-type: none"> <li>● <b>: LinkedIn &amp; Twitter Marketing</b></li> <li>● <b>LinkedIn:</b> <ul style="list-style-type: none"> <li>- What is LinkedIn</li> <li>- How is LinkedIn different than other platforms</li> <li>- How to optimise the LinkedIn profile for getting job opportunities, freelance projects and assignments</li> <li>- How does recommendations work on LinkedIn</li> <li>- How to connect with influential people on LinkedIn</li> <li>- Unleashing the power of LinkedIn communities</li> </ul> </li> </ul>	2 Hrs
Session 8	<p><b>Twitter:</b></p> <ul style="list-style-type: none"> <li>- What is Twitter</li> <li>- Profile optimization on twitter</li> <li>- What kind of content works on twitter</li> </ul>	2 hrs

	- How to use Twitter for brand building	
Session 9	<b>Personal Branding &amp; Digital PR</b> <ul style="list-style-type: none"> <li>- What is personal branding</li> <li>- Importance of personal branding</li> <li>- How to build a good personal brand on digital media</li> <li>- Different platforms and techniques for personal branding</li> <li>- How does print and digital PR work</li> <li>- How to get featured in newspapers, magazines and online portals without spending a lot of money</li> <li>- How to approach media houses for digital and print PR</li> </ul>	2 Hrs
Session 10 And Session 11	<b>Effective Designing (Learn to make your own presentations, portfolios, videos, resumes and more)</b> <ul style="list-style-type: none"> <li>- How to make attractive powerpoint presentations</li> <li>- How to make animated videos</li> <li>- How to make effective posters, banners, visiting cards, portfolios</li> <li>- How to make good social media creatives</li> <li>- How to make LinkedIn, Facebook and Twitter banners</li> <li>- How to make various digital collaterals</li> </ul>	4 Hrs
Session 12	<b>Content Marketing</b> (Learn all about the different type of content types that work on the digital platform) <ul style="list-style-type: none"> <li>- What is content marketing</li> <li>- Importance of content marketing</li> <li>- What kind of content works on different platforms</li> <li>- How to create good content that engages with the audience</li> <li>- Some platforms that help in writing good content</li> </ul>	2 Hrs
Session 13	<b>Learn the role effective networking and collaborations</b> <ul style="list-style-type: none"> <li>- What is networking</li> <li>- Why networking is important</li> <li>- How does online and offline networking work</li> <li>- How does networking help in getting more work opportunities</li> <li>- How networking helps in connecting with right people online</li> <li>- How to effectively collaborate online and offline for growth</li> </ul>	2 HRs
Session 14 and Session 15	Case studies and presentations ( By Students on the Topics Assigned )	4 Hrs

