



FOUNDATION
UNIVERSITY
SIALKOT
CAMPUS

DIGITAL MARKETING



Video Viral



Digital Marketing

Course Contents:

- Introduction to Marketing
- Market Research
- Search Engine optimization
- Google Ads
- Paid Media, Earned Media and Owned Media
- Planning a Digital Marketing Campaign
- Introduction to Content Marketing
- History of Content Marketing
- Creating a content marketing plan
- Influencer Marketing
- Planning an influencer marketing campaign
- Pay-Per-Click advertising
- Google AdWords & Search Engine Marketing
- Facebook Advertising
- Instagram Marketing basics
- Building a brand on Instagram
- Instagram Advertising
- Increasing followers on Instagram
- Increasing engagement on Instagram

WHO CAN ATTEND

- Anyone who want to grow his/ her business.
- Any one who want to know real Business Techniques.

Starting From: 1st Dec 2019

Course Duration: 3 months

Classes: Weekend/Evening

Fees Rs. 8,000/-

**FACILITATOR:
MS. SADIA NAZ**