

NOS / MODULE TEMPLATE

NOS /Module: Gain Insight into Computer Graphics

NOS /Module Code: MSME/CDA/01

Outcomes:

- **Understanding of Basics:** Learners will comprehend the fundamental concepts of computer graphics, including image representation, digital imaging, and graphic design principles.
- **Proficiency in Software:** Learners will gain proficiency in software installation and usage, particularly Adobe Photoshop, for creating and editing digital images and graphics.
- **Familiarity with Interface:** Learners will become familiar with the interface of graphic design software, including navigation, toolbars, panels, and preferences settings.
- **Digital Imaging Concepts:** Learners will learn about various digital imaging concepts such as file types, resolution, color modes, and the difference between bitmap and vector graphics.
- **Selection and Compositing:** Learners will acquire skills in making selections, using selection tools, and performing basic compositing tasks like copying, pasting, scaling, and modifying selections.
- **Layers and Masks:** Learners will understand the concept of layers and masks in graphic design software and learn how to work with them effectively for organizing and editing artwork.
- **Transformations and Warps:** Learners will learn about different transformation techniques such as cropping, resizing, rotating, and warping images to achieve desired effects.
- **Adjustments and Retouching:** Learners will gain proficiency in making adjustments to images using tools like levels, curves, hue/saturation, and retouching techniques such as spot healing and clone stamp.
- **Text, Guides, and Grids:** Learners will learn how to work with text layers, utilize guides and grids for alignment and layout precision, and understand the importance of typography in graphic design.
- **Exporting and Output:** Learners will learn about different file formats for saving and exporting graphic files, packaging projects for distribution, and preparing assets for various output mediums.

Job Details:

Theory Hours: 00

Practical Hours: 60

Viva Marks: - NA

Practical Marks: 100

Unit No.	Unit Name	Unit level outcomes	Contents (chapters/topics)	TR Hours	TR Marks	PR hours	PR Marks
1	Introduction to Computer Graphics	Unit Level Outcomes: 1. Learners will grasp the basics of computer graphics, including fundamental concepts such as pixels, resolution, color models, and digital imaging. 2. Learners will demonstrate proficiency in installing Adobe Photoshop software, understanding the installation process and system requirements for the application.	<ul style="list-style-type: none"> • Basics of Computer Graphics • Software’s Installation 			4	8

2	Quick-Start Exercise	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will become familiar with the start workspace of Adobe Photoshop, understanding its layout and options for creating new documents, opening recent files, or accessing tutorials and templates. 2. Learners will demonstrate proficiency in creating new documents in Adobe Photoshop, understanding how to specify document settings such as dimensions, resolution, color mode, and background content. 3. Learners will identify and understand the differences in user interface and functionality between the Mac and Windows versions of Adobe Photoshop, including keyboard shortcuts, menu locations, and system integration. 4. Learners will understand the concept of artboards in Adobe Photoshop, including their use in organizing and managing multiple design assets within a single document. 5. Learners will gain proficiency in working with panels in Adobe Photoshop, including techniques for accessing, organizing, and customizing panels to streamline workflow and access frequently used tools and commands. 6. Learners will customize panels and the toolbar in Adobe Photoshop, understanding how to add, remove, rearrange, or group tools and commands according to their preferences and workflow requirements. 7. Learners will master keyboard shortcuts and menu commands in Adobe Photoshop, understanding how to perform common tasks efficiently using keyboard shortcuts and accessing commands from the menu bar. 8. Learners will use workspaces in Adobe Photoshop to customize the layout and arrangement of panels, tools, and windows to suit different tasks or workflows, allowing for personalized and efficient workspace setups. 	<ul style="list-style-type: none"> • The Start Workspace • Creating New Documents • Mac and Windows Differences • Art boards • Working with Panels • Customize Panels • Customize the Toolbar • Keyboard Shortcuts and Menu Commands • Using Workspaces • Interface Shading Options • Screen Modes • Working with Multiple Documents • Tab Preferences • Document Navigation • Preferences Dialog Box 			6	12
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		<p>9. Learners will explore interface shading options and screen modes in Adobe Photoshop, understanding how to adjust the appearance and visibility of interface elements and optimize screen space for different tasks or viewing conditions.</p> <p>10. Learners will demonstrate proficiency in working with multiple documents in Adobe Photoshop, understanding techniques for navigating between open documents, arranging document windows, and performing tasks across multiple documents simultaneously.</p> <p>11. Learners will customize tab preferences in Adobe Photoshop, understanding options for organizing and managing document tabs, such as grouping related documents, displaying tab previews, or using compact mode.</p> <p>12. Learners will navigate documents efficiently in Adobe Photoshop, understanding techniques for zooming, panning, and scrolling within a document, as well as using navigation tools and shortcuts for efficient document navigation.</p> <p>13. Learners will explore and configure preferences in Adobe Photoshop, understanding options for customizing various aspects of the application's behavior, appearance, and performance to suit individual preferences and workflow requirements.</p>					
3	<p>Digital Imaging Concepts</p>	<p>Unit Level Outcomes:</p> <p>1. Learners will comprehend different file types commonly used in digital imaging, understanding the characteristics, advantages, and limitations of formats such as JPEG, PNG, GIF, TIFF, and PSD.</p> <p>2. Learners will review RAW formats, understanding their significance in digital photography and the benefits they offer in terms of preserving image quality and flexibility in post-processing.</p> <p>3. Learners will differentiate between bitmap and vector graphics, understanding their</p>	<ul style="list-style-type: none"> • Understanding File Types • Reviewing RAW Formats • Bitmaps vs. Vectors • Understanding Resolution • Resize vs. Resample Images • Print Size • Color Modes 			15	10

		<p>characteristics, applications, and advantages in digital imaging.</p> <p>4. Learners will grasp the concept of resolution in digital imaging, understanding how it impacts image quality, sharpness, and detail, and how to choose appropriate resolutions for different types of output.</p> <p>5. Learners will understand the difference between resizing and resampling images, understanding their effects on image quality, file size, and dimensions.</p> <p>6. Learners will comprehend the concept of print size in digital imaging, understanding how to calculate and specify image dimensions and resolution for printing purposes.</p> <p>7. Learners will explore different color modes used in digital imaging, including RGB, CMYK, Grayscale, and Indexed Color, understanding their characteristics, applications, and suitability for different types of output.</p>					
4	Making Selections and Basic Compositing	<p>Unit Level Outcomes:</p> <p>1. Learners will gain a comprehensive understanding of selection tools in Adobe Photoshop, including their functionalities, applications, and keyboard shortcuts.</p> <p>2. Learners will demonstrate proficiency in using practical marquee selection tools in Adobe Photoshop, understanding how to make precise and freehand selections using the rectangular marquee, elliptical marquee, and single row/column marquee tools.</p> <p>3. Learners will grasp the concept of feathering a selection in Adobe Photoshop, understanding how to soften and blend the edges of selections for more natural and seamless compositing.</p> <p>4. Learners will master the copy and paste functions in Adobe Photoshop, understanding how to duplicate and transfer selected image areas or layers between documents.</p>	<ul style="list-style-type: none"> • Selection Tool Overview • Practical Marquee Selection • Feather a Selection • Copy and Paste • Scaling the Image • Modifying Selections • Quick Selection and Magic Wand Tools • Select Subject • Select and Mask Workspace • Quick Mask Mode • Color Range Command • Saving Selections 			6	12

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| <p>5. Learners will demonstrate proficiency in scaling images in Adobe Photoshop, understanding how to resize selected image areas or layers while maintaining aspect ratio and image quality.</p> <p>6. Learners will understand techniques for modifying selections in Adobe Photoshop, including refining selection edges, adding to or subtracting from selections, and moving or transforming selections.</p> <p>7. Learners will explore advanced selection tools in Adobe Photoshop, including the quick selection tool and magic wand tool, understanding their functionalities and applications for making complex selections based on color, tone, or texture.</p> <p>8. Learners will utilize the select subject feature in Adobe Photoshop, understanding how to automatically select the main subject or focal point in an image using advanced machine learning algorithms.</p> <p>9. Learners will explore the select and mask workspace in Adobe Photoshop, understanding its functionalities and tools for refining and fine-tuning selections, especially for complex objects or subjects with intricate details.</p> <p>10. Learners will understand the quick mask mode in Adobe Photoshop, a non-destructive selection technique for painting or editing selections using brush tools and filters.</p> <p>11. Learners will grasp the color range command in Adobe Photoshop, understanding how to make selections based on specific color ranges or tones within an image.</p> <p>12. Learners will learn techniques for saving selections in Adobe Photoshop, including creating and storing selection masks, alpha channels, or layer masks for future use or editing.</p> | | | | | |
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5	Layers and Masks	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will understand the functionality of undo and redo commands in Adobe Photoshop, enabling them to revert changes or actions and navigate through the editing history of a document. 2. Learners will grasp the concept of the background layer in Adobe Photoshop, understanding its default properties and its significance as the bottommost layer in a document. 3. Learners will demonstrate proficiency in opening images as layers in Adobe Photoshop, understanding how to import and place multiple images within a single document for compositing or editing purposes. 4. Learners will acquire foundational knowledge of layers in Adobe Photoshop, including understanding layer properties, types, and functionalities for organizing and managing image elements. 5. Learners will master techniques for selecting layers in Adobe Photoshop, including methods for selecting individual layers, multiple layers, or layer groups within a document. 6. Learners will explore options available in the layer panel in Adobe Photoshop, including settings for layer visibility, opacity, blending modes, and other properties. 7. Learners will understand the importance of locking layers in Adobe Photoshop, including techniques for preventing accidental changes to layer content or properties. 8. Learners will gain proficiency in distributing and aligning layers in Adobe Photoshop, understanding techniques for arranging and positioning layers with precision using alignment and distribution tools. 	<ul style="list-style-type: none"> • Undo and Redo • Background Layer • Opening Images to Layers • Layer Basics • Selecting Layers • Layer Panel Options • Locking Layers • Distribute and Align Layers • Layer Groups • Layer Opacity Options • Understanding Blend Modes • Layer Mask Basics • Gradient Layer Masks • Layer Styles • Flatten Layers 			5	10
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		<p>9. Learners will explore the concept of layer groups in Adobe Photoshop, understanding their role in organizing and managing related layers within a document.</p> <p>10. Learners will understand layer opacity options in Adobe Photoshop, including techniques for adjusting the transparency or opacity of individual layers to control their visibility and blending with underlying layers.</p> <p>11. Learners will comprehend the concept of blend modes in Adobe Photoshop, including understanding different blending algorithms and their effects on layer interaction and composite imagery.</p> <p>12. Learners will master the basics of layer masks in Adobe Photoshop, including techniques for creating, editing, and applying masks to control the visibility or transparency of specific areas within a layer.</p> <p>13. Learners will explore gradient layer masks in Adobe Photoshop, understanding how to create and apply gradient effects to layer masks for smooth transitions and blending between image elements.</p> <p>14. Learners will gain proficiency in applying layer styles in Adobe Photoshop, including techniques for adding effects such as shadows, glows, bevels, and textures to layers to enhance their appearance.</p> <p>15. Learners will understand the concept of flattening layers in Adobe Photoshop, including techniques for merging or consolidating multiple layers into a single composite layer for final output or editing purposes.</p>					
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6	Crops, Transformations, and Warps	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will demonstrate proficiency in using the crop tool in Adobe Photoshop, understanding how to select and crop specific areas of an image to remove unwanted elements or improve composition. 2. Learners will understand techniques for non-destructive cropping in Adobe Photoshop, including using adjustment layers or layer masks to retain original image data and flexibility for future edits. 3. Learners will explore the crop to add canvas feature in Adobe Photoshop, understanding how to expand the canvas size while preserving existing image content to accommodate additional elements or create space for printing or framing. 4. Learners will comprehend the canvas size dialog box in Adobe Photoshop, understanding how to adjust the dimensions and resolution of the canvas for specific output requirements or resizing purposes. 5. Learners will master the perspective crop tool in Adobe Photoshop, understanding its functionalities and applications for adjusting perspective distortion and straightening images with non-parallel lines or converging perspectives. 6. Learners will learn techniques for straightening images in Adobe Photoshop, including using the ruler tool or crop tool to align horizontal or vertical elements and correct crooked horizons or tilted perspectives. 7. Learners will gain proficiency in using transformation tools in Adobe Photoshop, including techniques for scaling, rotating, skewing, and distorting image elements to modify their size, orientation, or perspective. 8. Learners will explore the content-aware scale feature in Adobe Photoshop, 	<ul style="list-style-type: none"> • Using the Crop Tool • Non-destructive Crops • Crop to Add Canvas • Canvas Size Dialog Box • Perspective Crop Tool • Straighten an Image • Transform • Content-aware Scale • Puppet Warp • Perspective Warp 			5	10
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		<p>understanding its capabilities for intelligently resizing image content while preserving important details and avoiding distortion.</p> <p>9. Learners will master the puppet warp feature in Adobe Photoshop, understanding its functionalities and applications for distorting and reshaping image elements with flexible control over anchor points and deformation areas.</p> <p>10. Learners will understand the perspective warp feature in Adobe Photoshop, including techniques for adjusting the perspective of image elements to correct distortions or align objects with specific viewpoints or angles.</p>					
7	Adjustments	<p>Unit Level Outcomes:</p> <p>1. Learners will understand the histogram in Adobe Photoshop, including its role in visualizing the distribution of tonal values in an image and identifying potential exposure or color balance issues.</p> <p>2. Learners will master the use of adjustment layers in Adobe Photoshop, understanding their non-destructive nature and their role in applying color and tonal adjustments to images without altering the original pixel data.</p> <p>3. Learners will demonstrate proficiency in using the levels adjustment in Adobe Photoshop, understanding how to adjust the tonal range and contrast of an image by setting black, white, and midtone points.</p> <p>4. Learners will comprehend adjustment layer masks in Adobe Photoshop, including techniques for selectively applying adjustments to specific areas of an image using masks to control the visibility or opacity of adjustments.</p> <p>5. Learners will explore clipping to the adjustment layer in Adobe Photoshop, understanding how to limit the effect of adjustment layers to specific layers or</p>	<ul style="list-style-type: none"> • Reviewing the Histogram • Adjustment Layers • Levels Adjustment • Adjustment Layer Mask • Clipping to the Adjustment Layer • Curves Adjustment • Hue/Saturation Adjustment • Vibrance Adjustment • Photo Filter Adjustment • Remove a Color Cast • Black and White Adjustment 			5	10

layer groups beneath them, ensuring precise control over adjustment application.

6. Learners will gain proficiency in using the curves adjustment in Adobe Photoshop, understanding how to fine-tune tonal values and contrast by adjusting individual color channels or creating custom tone curves.

7. Learners will understand the hue/saturation adjustment in Adobe Photoshop, including techniques for adjusting the color balance, saturation, and vibrancy of an image by modifying hue, saturation, and lightness values.

8. Learners will master the vibrance adjustment in Adobe Photoshop, understanding its capabilities for enhancing or reducing the intensity of colors in an image while preserving skin tones and preventing over-saturation.

9. Learners will explore the photo filter adjustment in Adobe Photoshop, including techniques for applying color filters to images to adjust color temperature, correct color casts, or create artistic effects.

10. Learners will understand techniques for removing color casts in Adobe Photoshop, including using adjustment layers, white balance adjustments, or selective color adjustments to correct unwanted color tints or biases in images.

11. Learners will gain proficiency in using the black and white adjustment in Adobe Photoshop, understanding how to convert color images to grayscale or monochrome while controlling the tonal values and contrast of individual color channels.

8	Localiz ed Adjust ments and Photo Retouc hing	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will become proficient in using toning tools in Adobe Photoshop, such as dodge, burn, and sponge tools, to selectively adjust exposure, contrast, and saturation in specific areas of an image. 2. Learners will master the spot healing brush tool in Adobe Photoshop, understanding its functionalities and applications for quickly removing small imperfections, blemishes, or unwanted elements from images with automatic content-aware filling. 3. Learners will demonstrate proficiency in using the healing brush tool in Adobe Photoshop, including techniques for removing imperfections, scratches, or other distractions from images by sampling nearby pixels for seamless blending and retouching. 4. Learners will understand the functionalities of the patch tool in Adobe Photoshop, including its capabilities for removing larger imperfections, objects, or areas of an image by selecting and replacing them with content from another part of the image or a different source. 5. Learners will explore the content-aware fill feature in Adobe Photoshop, understanding its capabilities for automatically filling in or removing selected areas of an image based on surrounding content and context. 6. Learners will gain proficiency in using the content-aware move tool in Adobe Photoshop, understanding its functionalities for repositioning and transforming objects within an image while automatically filling in the surrounding area with content-aware technology. 7. Learners will master the eraser tools in Adobe Photoshop, including the standard eraser tool, background eraser tool, and magic eraser tool, for 	<ul style="list-style-type: none"> ● Toning Tools ● Spot Healing Brush ● Healing Brush ● Patch Tool ● Content-aware Fill ● Content-aware Move ● Eraser Tools ● Sharpening an Image 			4	8
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		<p>selectively removing or masking parts of an image, background, or layer.</p> <p>8. Learners will understand techniques for sharpening images in Adobe Photoshop, including using sharpening filters, adjustment layers, or high pass filters to enhance image details, clarity, and sharpness while minimizing noise and artifacts.</p>					
9	Type, Guides, and Grids	<p>Unit Level Outcomes:</p> <p>1. Learners will master the type tool in Adobe Photoshop, understanding how to create and edit text layers with various font styles, sizes, and formatting options to add textual content to images or designs.</p> <p>2. Learners will gain proficiency in using the area type tool in Adobe Photoshop, understanding its functionalities for creating and editing text within defined shapes or paths, allowing for more versatile text layout options.</p> <p>3. Learners will understand techniques for displaying rulers in Adobe Photoshop, including using rulers to measure and align elements within an image or document accurately.</p> <p>4. Learners will explore the use of guides in Adobe Photoshop, understanding how to create, move, and delete guides to define alignment, spacing, or positioning of elements within an image or layout.</p> <p>5. Learners will demonstrate proficiency in adding guide layouts in Adobe Photoshop, understanding how to create custom guide layouts for common design frameworks or grid systems to streamline layout design and alignment.</p> <p>6. Learners will comprehend the functionalities of smart guides in Adobe Photoshop, including their role in providing dynamic alignment cues and snapping assistance when moving or aligning elements within an image or layout.</p>	<ul style="list-style-type: none"> ● Type Tool ● Area Type Tool ● Displaying Rulers ● Using Guides ● Add a Guide Layout ● Smart Guides ● Showing the Grid ● Grid Preferences 			4	8

		<p>7. Learners will master techniques for showing the grid in Adobe Photoshop, understanding how to display gridlines to assist with alignment, spacing, and layout composition within an image or design.</p> <p>8. Learners will understand grid preferences in Adobe Photoshop, including options for customizing grid settings such as gridline spacing, color, style, and visibility to match specific design requirements or preferences.</p>					
10	Libraries, Output, and Updates	<p>Unit Level Outcomes:</p> <p>1. Learners will understand the concept of creative libraries in Adobe Photoshop, including how to create, organize, and manage reusable assets such as brushes, swatches, gradients, styles, and shapes for efficient workflow and consistent design.</p> <p>2. Learners will demonstrate proficiency in utilizing shared libraries in Adobe Photoshop, understanding how to collaborate with team members or share assets across multiple Adobe Creative Cloud applications by accessing and syncing shared libraries.</p> <p>3. Learners will master techniques for saving files in Adobe Photoshop, including understanding different file formats, compression options, and settings for saving images for various output purposes such as print, web, or multimedia.</p> <p>4. Learners will explore the quick export feature in Adobe Photoshop, understanding its functionalities for quickly exporting images or assets with predefined settings for common output formats such as JPEG, PNG, GIF, or SVG for efficient sharing or distribution.</p>	<ul style="list-style-type: none"> ● Creative Libraries ● Shared Libraries ● Saving Files ● Quick Export 			6	12

NOS /Module: Understand Digital Marketing Trends and Implement

NOS /Module Code: MSME/CDA/02

Outcomes:

1. Understanding Digital Marketing: Learners will gain a comprehensive understanding of digital marketing principles, including its significance, strategies, and various channels.
2. Competitor Analysis: Learners will learn how to conduct effective competitor analysis using tools like SimilarWeb, SEMrush, and social media analytics to gain insights into competitors' strategies and performance.
3. Performance Measurement: Learners will develop skills in measuring digital marketing performance using tools like Google Analytics, Google Tag Manager, and CRM systems to track website traffic, conversions, and user behavior.
4. Media Planning and Budgeting: Learners will understand the strategic process of media planning and budgeting, including the selection of appropriate channels, allocation of resources, and optimization for maximum ROI.
5. Paid Advertising: Learners will learn about various paid advertising platforms like Google Ads, Facebook Ads, and mobile marketing, including campaign setup, keyword research, ad creation, bidding strategies, and optimization techniques.
6. Content Marketing Strategy: Learners will develop skills in creating effective content marketing strategies, including content planning, audience research, keyword research, content creation, distribution, and promotion.
7. Search Engine Optimization (SEO): Learners will gain knowledge of SEO fundamentals, including website optimization, keyword research, on-page and off-page optimization, link building, and SEO tools usage.
8. Social Media Marketing: Learners will learn about social media marketing tactics and platforms, including audience targeting, content creation, community engagement, influencer marketing, and reputation management.
9. Email Marketing: Learners will acquire skills in email marketing, including list building, segmentation, campaign setup, automation, deliverability optimization, and performance measurement.
10. Web Analytics and Reporting: Learners will learn how to set up and analyze web analytics using tools like Google Analytics, Google Tag Manager, and CRM systems, and create custom reports for performance tracking and optimization.

Job Details:

- 1.

Theory Hours:150 Practical Hours: 150 Theory Marks: 50 Practical Marks: 50

Unit No.	Unit Name	Unit level outcomes	Contents (chapters/topics)	TH Hours	TH Marks	PH Hours	PH Marks
1	DIGITAL MARKETING STRATEGY. How to grow your business with digital marketing?	Unit Level Outcomes: 1. Learners will understand the key qualities and skills required to become a successful digital marketer, including proficiency in various digital marketing channels, analytical abilities, creativity, adaptability, and continuous learning. 2. Learners will demonstrate proficiency in studying effectively on Udemy, understanding how to navigate course content, utilize learning resources, engage with instructors and peers,	<ul style="list-style-type: none"> ● How to become a successful digital marketer? ● How to Study on Udemy Effectively? ● Formation of a Digital Advertising strategy. The key digital marketing questions ● Who Are We: How to Form a Mission? 	15	3	15	3

		<p>and apply acquired knowledge and skills to real-world scenarios.</p> <p>3. Learners will comprehend the process of forming a digital advertising strategy, including identifying key questions related to target audience, goals, budget, channels, messaging, and measurement to develop an effective and cohesive marketing plan.</p> <p>4. Learners will grasp the importance of defining a clear mission statement for a business or brand, understanding how it serves as a guiding principle and motivator for digital marketing efforts, and techniques for crafting a compelling and purposeful mission statement.</p> <p>5. Learners will understand the concept of product positioning and value proposition, including techniques for identifying and articulating the unique features, benefits, and value of products or services to target audiences.</p> <p>6. Learners will gain proficiency in using Miro board checklists, understanding how to leverage Miro boards for collaborative brainstorming, planning, organizing, and executing digital marketing strategies, campaigns, and projects.</p>	<ul style="list-style-type: none"> ● Product: What Do We Offer? ● How to use the Miro Board Checklists 				
2	Competitive Analysis	<p>Unit Level Outcomes:</p> <p>1. Learners will understand the significance of competitive analysis in digital marketing, including its role in identifying industry trends, benchmarking performance, uncovering strengths and weaknesses, and informing strategic decision-making.</p> <p>2. Learners will demonstrate proficiency in utilizing Similar Web for competitive analysis, understanding how to analyze website traffic, audience demographics, engagement metrics, and referral sources to gain insights into competitors' online presence and performance.</p>	<ul style="list-style-type: none"> ● Why is competitive analysis important? ● How to use Similar Web. ● How bad is your website now? How much traffic do your competitors get? ● How to use SEMrush for traffic analysis on search engines? ● How to use Serpstat to find out more about your competitors? 	15	3	15	3

		<p>3. Learners will grasp the importance of assessing website performance relative to competitors, understanding how to evaluate traffic volume, sources, and engagement metrics using tools like Similar Web to identify opportunities for improvement and optimization.</p> <p>4. Learners will gain proficiency in using SEMrush for traffic analysis on search engines, understanding how to conduct keyword research, analyze organic and paid search performance, track rankings, and identify competitor strategies and opportunities.</p> <p>5. Learners will understand how to use Serpstat for competitive analysis, including techniques for analyzing organic and paid search performance, identifying top-performing keywords, analyzing backlink profiles, and uncovering competitor strategies and tactics.</p> <p>6. Learners will explore competitive analysis tools for social media platforms such as Facebook, Instagram, and YouTube, understanding how to analyze audience demographics, engagement metrics, content performance, and advertising strategies to gain insights into competitors' social media presence and strategies.</p> <p>7. Learners will engage in practical exercises and activities to apply competitive analysis techniques and tools, including conducting real-world competitive analysis projects to identify competitor strengths and weaknesses, benchmark performance, and inform strategic decision-making in digital marketing campaigns and initiatives.</p>	<ul style="list-style-type: none"> ● Competitive Analysis tools for the platforms Facebook, Instagram, and YouTube ● Competitive Analysis Practice 			
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3	How to measure results and why analytics matter	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will understand the reasons for discrepancies between expectations and reality in digital marketing, including factors such as misaligned goals, unrealistic expectations, inadequate planning, insufficient resources, and external variables. 2. Learners will demonstrate proficiency in using Google Analytics to track and analyze website performance, understanding how to set up and configure Google Analytics, interpret key metrics and reports, and derive actionable insights to optimize digital marketing strategies and campaigns. 3. Learners will comprehend the importance of a Customer Relationship Management (CRM) system in digital marketing, understanding its role in managing customer interactions, tracking sales activities, nurturing leads, and improving customer relationships to drive business growth and profitability. 4. Learners will gain knowledge of the different types of clients in digital marketing, including prospects, leads, customers, and advocates, understanding their characteristics, behaviors, and needs at various stages of the customer journey. 5. Learners will explore social media statistics and opportunities to analyze target audiences, understanding how to leverage social media analytics tools and metrics to gain insights into audience demographics, preferences, behaviors, and engagement patterns. 6. Learners will develop skills in creating audience portraits and filling in tables to profile target audiences effectively, including identifying key demographic, psychographic, and behavioral attributes, pain points, motivations, and preferences to inform digital marketing strategies and campaigns. 	<ul style="list-style-type: none"> ● Why do your expectations for digital marketing and reality not coincide? ● How to use Google Analytics to your advantage. ● The importance of a CRM system. ● The different types of clients. ● Social media statistics and opportunities to analyse the target audience. ● Portraits of an audience and filling in your table. 	15	4	15	4
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4	Media planning and budgeting is a strategic process	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will understand the concept of "See, Think, Do, Care" framework in media planning, including its role in aligning marketing objectives with customer journey stages to create targeted and effective digital marketing campaigns. 2. Learners will identify sources of traffic for each niche, understanding how to analyze and prioritize traffic sources based on relevance, audience engagement, conversion potential, and cost-effectiveness to optimize media planning and budget allocation. 3. Learners will comprehend the importance of a media plan in digital marketing, understanding its role in outlining advertising objectives, target audience, messaging, channels, budget allocation, and performance metrics to ensure effective and efficient campaign execution. 4. Learners will gain proficiency in using Google Display Network for media planning, understanding how to create and optimize display campaigns, target specific audiences, choose ad formats, placements, and bidding strategies to achieve campaign objectives. 5. Learners will explore Facebook media planning, including techniques for defining campaign objectives, targeting audiences, selecting ad formats, setting budgets, and optimizing ad performance to reach and engage target audiences effectively on the Facebook platform. 6. Learners will receive an introduction to mobile marketing, including split metrics screencast optimization techniques, understanding how to measure and analyze key performance indicators (KPIs), such as app installs, engagement, retention, and conversion rates, to optimize mobile marketing campaigns for maximum effectiveness and ROI. 	<ul style="list-style-type: none"> ● See Think Do Care. ● Sources of traffic for each niche. ● Why do you need a media plan? ● Google Display Network. ● Facebook Media Planning. ● Mobile marketing intro. Split metrics Screencast ● Optimization. 	12	4	12	4
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5	<p>Google Ads. How to drive sales with PPC</p>	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will understand the advantages of Google Ads as a digital advertising platform, including its wide reach, targeting capabilities, flexibility, scalability, and ability to drive relevant traffic and conversions. 2. Learners will gain knowledge of how Google Ads works, including the main bidding rules such as cost-per-click (CPC), quality score, ad rank, and auction dynamics, to optimize ad performance and maximize return on investment (ROI). 3. Learners will demonstrate proficiency in starting their first Google Ads campaign, understanding how to set up an account, choose campaign objectives, select targeting options, set budgets and bids, and launch campaigns effectively. 4. Learners will comprehend how to contact Google Ads support for assistance with account setup, campaign optimization, troubleshooting, and other inquiries to ensure successful campaign management and performance. 5. Learners will acquire skills in creating their first search ad campaign in Google Ads, including techniques for writing compelling ad copy, selecting relevant keywords, setting bidding strategies, and optimizing ad settings for maximum visibility and performance. 6. Learners will gain proficiency in conducting keyword research in Google Ads using tools such as Google Keyword Planner and Google Trends, understanding how to identify high-potential keywords, assess search demand seasonality, and optimize keyword targeting for campaign success. 7. Learners will explore efficient keyword research techniques with non-Google tools like SEMrush, understanding how to uncover competitor keywords, analyze 	<ul style="list-style-type: none"> ● Advantages of Google Ads. ● How does Google Ads work? The main bidding rules. ● Start your first Google Ads Campaign. ● How to contact Google Ads Support? ● How to create your first search ad campaign? ● Keywords Research in Google Ads. Google Keyword Planner. ● How to use Google Trends to understand your search demand seasonality? ● How to do efficient keyword research with non-Google tools. SEMrush. ● How to group keywords? ● How to create your first ad? ● Ad Extensions. ● Google Ads Bidding Strategies. ● How to work with Google Ads Editor? ● Your page speed and mobility as a crucial part of your Quality Score. ● Summary. 	12	4	12	4
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		<p>keyword performance metrics, and identify keyword grouping strategies to enhance campaign targeting and performance.</p> <p>8. Learners will understand how to create their first ad in Google Ads, including techniques for writing compelling ad copy, choosing ad formats, adding ad extensions, and optimizing ad content for relevance and engagement.</p> <p>9. Learners will comprehend different Google Ads bidding strategies, including manual CPC, automated bidding, and target CPA or ROAS bidding, understanding how to choose the most suitable bidding strategy based on campaign objectives, budget, and performance goals.</p> <p>10. Learners will gain proficiency in using Google Ads Editor for bulk campaign management, understanding how to make changes to campaigns, ad groups, ads, and keywords offline and upload changes in bulk to streamline campaign management and optimization processes.</p> <p>11. Learners will understand the importance of page speed and mobile-friendliness as crucial factors in Google Ads Quality Score, understanding how to optimize website performance and user experience for better ad ranking and performance.</p> <p>12. Learners will summarize key concepts and strategies learned in the unit, including best practices for Google Ads campaign setup, optimization, and performance measurement to drive sales and achieve advertising objectives effectively.</p>					
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6	<p>Content Marketing Strategy. How to create content that sells</p>	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will identify key trends in content marketing, including emerging strategies, platforms, formats, and consumer behaviors, to stay informed and adapt content marketing strategies accordingly. 2. Learners will develop a content marketing checklist and plan, understanding the importance of strategic planning, goal setting, audience segmentation, content ideation, creation, distribution, and measurement to drive business objectives and maximize ROI. 3. Learners will analyze seven strategic questions to guide content marketing efforts, including questions related to audience needs, content goals, distribution channels, performance metrics, and optimization strategies to ensure alignment with business objectives and audience preferences. 4. Learners will explore two approaches to forming a content plan, including a thematic approach focused on content themes or pillars and a campaign-based approach centered on specific marketing initiatives or promotions to achieve business objectives and engage target audiences effectively. 5. Learners will understand how to identify and create relevant content types that resonate with target audiences, including techniques for researching popular content topics, keywords, and search queries using tools like Google Trends, Exploding Topics, Serpstat, Buzzsumo, and Keywordtool.io. 6. Learners will gain proficiency in creating content that helps to sell on marketplaces, including strategies for optimizing product descriptions, images, videos, and other content elements to attract and convert customers on e-commerce platforms and marketplaces. 7. Learners will explore search engine optimization (SEO) techniques for 	<ul style="list-style-type: none"> ● Key trends in Content Marketing ● Content Marketing checklist. Content Plan ● 7 Strategical questions ● Two approaches to forming a Content Plan ● What kind of Content should you create? How to search for popular Content? Google ● How to search for popular topics? Exploding Topics ● How to search for key words? Serpstat ● How to search what Content of competitors is popular? Buzzsumo ● How to collect search queries? ● How to search for key words? Keywordtool.io ● How to create Content that helps to sell on Marketplaces? ● Search Engine Optimization ● Ever living Content ● Video Content. In Video Screencast ● Content Marketing for B2B ● Expert Marketing or Reputation Marketing 	12	4	12	4
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		<p>content marketing, including keyword research, on-page optimization, link building, and technical SEO best practices to improve search visibility and drive organic traffic and conversions.</p> <p>8. Learners will understand the concept of evergreen content and its role in content marketing, including techniques for creating timeless, high-value content that continues to attract and engage audiences over time, driving sustained traffic, leads, and conversions.</p> <p>9. Learners will explore video content marketing strategies, including techniques for planning, creating, optimizing, and distributing video content across platforms to engage and convert target audiences effectively.</p> <p>10. Learners will understand the nuances of content marketing for B2B audiences, including strategies for targeting decision-makers, addressing pain points, showcasing expertise, and nurturing leads through the sales funnel to drive business growth and profitability.</p> <p>11. Learners will explore expert marketing or reputation marketing strategies, including techniques for building thought leadership, credibility, and trust through content creation, partnerships, endorsements, and testimonials to enhance brand reputation and attract loyal customers.</p> <p>12. Learners will analyze the See, Think, Do, Care model in content marketing, understanding its framework for aligning content with audience needs and motivations at different stages of the customer journey to drive engagement, conversion, and loyalty.</p> <p>13. Learners will develop a comprehensive content plan summarizing key elements of their content marketing strategy, including</p>	<ul style="list-style-type: none"> ● See Think Do Care Model ● Content Plan ● Summary of Content Marketing Strategy 				
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		goals, target audience, content themes, formats, distribution channels, performance metrics, and optimization strategies to guide effective execution and measurement of content marketing initiatives.					
7	<p>SEO Strategy.</p> <p>How to gain organic traffic from search engines?</p>	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> Learners will understand the concept of search engine optimization (SEO) and its importance in driving organic traffic from search engines, including techniques for optimizing website content, structure, and performance to improve search visibility and rankings. Learners will develop an SEO checklist, encompassing key tasks and best practices for on-page optimization, technical optimization, off-page optimization, and performance monitoring to achieve sustainable SEO results. Learners will gain proficiency in using SimilarWeb for traffic analysis and market research, understanding how to analyze website traffic, benchmark performance against competitors, and identify opportunities for improvement and growth in the market. Learners will explore SEMrush for traffic analysis, competitor comparison, and niche research, understanding how to leverage its features to gain insights into competitor strategies, identify keyword opportunities, and optimize website content and performance for higher search rankings. Learners will analyze the pros and cons of search engine optimization and PPC advertising, understanding the differences, benefits, and limitations of each approach to digital marketing to inform strategic decision-making and budget allocation. Learners will gain knowledge of how search engines work, including the 	<ul style="list-style-type: none"> What is search engine optimization? SEO checklist Similar Web service overview. Learn how to analyse traffic and study the market. SEMrush overview. Traffic analysis. Comparison with competitors. Niche research. The Pros and Cons of search engine optimization and PPC advertising. How do search engines work? Website and Content: The Basics of SEO How to check site availability? Uptime robot service overview What is a search engine index? Site visibility. Analytic tools to measure website loading speed and mobile friendliness. Basic SEO tools. Google Search Console Review Website Audit with Ahrefs Webmaster Tool 	15	4	15	4

		<p>crawling, indexing, and ranking processes, understanding the factors that influence search engine algorithms and rankings to optimize website visibility and performance.</p> <p>7. Learners will understand the basics of SEO for websites and content, including techniques for optimizing website structure, metadata, headings, images, and internal linking to improve search engine visibility and user experience.</p> <p>8. Learners will explore tools and services for website availability monitoring, search engine indexation, and website loading speed and mobile-friendliness analysis, understanding how to use them to identify and address technical SEO issues.</p> <p>9. Learners will gain proficiency in using Google Search Console for website performance monitoring, error detection, and search analytics, understanding how to leverage its features to optimize website visibility and performance in Google search results.</p> <p>10. Learners will conduct website audits using Ahrefs Webmaster Tool, understanding how to analyze website performance, identify technical issues, and prioritize optimization efforts to improve search engine rankings and user experience.</p> <p>11. Learners will develop skills in conducting regular SEO audits, understanding the importance of ongoing monitoring and optimization to maintain and improve search engine rankings and organic traffic over time.</p> <p>12. Learners will analyze website traffic using Google Analytics, understanding how to interpret key metrics, track user behavior, and measure the effectiveness of SEO strategies and tactics to inform decision-making and optimization efforts.</p>	<ul style="list-style-type: none"> ● Regular SEO Audits ● Traffic Analysis with Google Analytics. ● Any Site's Traffic Analysis with Ahrefs ● Server response codes. 3 golden SEO rules that everyone breaks. ● Content and uniqueness ● How to create SEO articles as a PRO? ● How to choose keywords for your site. ● How to use proxy for your SEO-promotion ● SE Ranking, SEO tool. How to monitor keyword ranking? ● Internal optimization. Where and how to place keywords. ● Links. Ahrefs service overview ● Analysis of links. Majestic service overview ● Where to get links? ● Link building tactics ● Analysing your site and competitors ● Case study. The analysis of competitors <p>The Fourth Level of the SEO Pyramid: UX, Brand, Social.</p>			
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- 13. Learners will conduct traffic analysis using Ahrefs, understanding how to analyze website traffic, backlinks, and keyword rankings to gain insights into website performance and competitor strategies and identify opportunities for improvement.
- 14. Learners will explore server response codes and common SEO mistakes, understanding the impact on search engine rankings and user experience and implementing best practices to improve website visibility and performance.
- 15. Learners will gain proficiency in creating SEO-friendly content, including techniques for keyword research, content planning, writing, optimization, and promotion to improve search engine rankings and attract organic traffic.
- 16. Learners will understand how to choose keywords for website optimization, including techniques for keyword research, analysis, and selection based on relevance, search volume, competition, and user intent to drive targeted organic traffic.
- 17. Learners will explore the use of proxies for SEO promotion, understanding their role in bypassing restrictions, accessing localized search results, and gathering competitive intelligence to inform SEO strategies and tactics.
- 18. Learners will gain proficiency in using SE Ranking for keyword ranking monitoring, understanding how to track keyword rankings, analyze performance trends, and optimize SEO strategies for higher search engine rankings.
- 19. Learners will understand the importance of internal optimization, including keyword placement, website structure, and navigation, to improve search engine visibility and user experience and drive organic traffic and conversions.

		<p>20. Learners will explore link analysis tools such as Ahrefs and Majestic for backlink analysis, understanding how to analyze link profiles, identify high-quality backlinks, and assess link-building opportunities to improve website authority and search engine rankings.</p> <p>21. Learners will explore various link building tactics, including techniques for acquiring backlinks through content creation, outreach, partnerships, directories, forums, and social media to improve website authority and search engine rankings.</p> <p>22. Learners will gain proficiency in analyzing websites and competitors for SEO opportunities, understanding how to conduct competitor analysis, identify strengths and weaknesses, and develop strategies to outperform competitors and gain competitive advantage in search rankings.</p> <p>23. Learners will analyze a case study on competitor analysis, understanding how to apply SEO techniques and strategies to analyze competitor websites, identify opportunities, and develop actionable insights and recommendations for improving search engine visibility and performance.</p> <p>24. Learners will understand the fourth level of the SEO pyramid, encompassing user experience (UX), brand building, and social media, understanding how to integrate these elements into SEO strategies to enhance website visibility, credibility, and engagement for sustainable growth and success.</p>					
8	<p>Social Media Marketing Strategy. How to grow business with SMM?</p>	<p>Unit Level Outcomes:</p> <p>1. Learners will understand the concept of social media marketing (SMM), including its role in building brand awareness, engaging audiences, driving website traffic, and generating leads and sales through social media platforms.</p>	<ul style="list-style-type: none"> ● What is Social Media Marketing? ● What social networks should your business be on? ● Learn how to determine the 	15	4	15	4

		<p>2. Learners will identify suitable social networks for their business, understanding the demographics, user behavior, and advertising opportunities on platforms such as Facebook, Instagram, YouTube, TikTok, etc., to effectively target and engage their audience.</p> <p>3. Learners will acquire skills in determining the volume of a Facebook audience, understanding how to conduct audience research and segmentation to tailor content and advertising strategies to target specific user groups effectively.</p> <p>4. Learners will understand the importance of conducting competitive analysis in social media marketing, identifying tools and techniques for analyzing competitor performance, content strategies, audience engagement, and advertising tactics to benchmark and improve their own social media presence.</p> <p>5. Learners will explore various tools and services for analyzing social media performance on platforms like Facebook, Instagram, and YouTube, understanding how to leverage insights to optimize content, advertising, and audience targeting strategies for better results.</p> <p>6. Learners will gain proficiency in collecting leads through social media channels, understanding techniques for designing and implementing lead generation campaigns, capturing user information, and nurturing leads through the sales funnel to drive conversions and sales.</p> <p>7. Learners will analyze Instagram pages and audience insights, exploring tools like Hype Auditor, Mintor.io, and Smart Metrics to evaluate follower demographics, engagement metrics, and content performance to inform content and advertising strategies on the platform.</p>	<p>volume of a Facebook audience</p> <ul style="list-style-type: none"> ● Why conduct a competitive analysis? ● Services for Facebook analysis: Fan page Karma, Like analyser, FB Analytics. ● Facebook for Industries ● Facebook Ads Library ● How to collect leads easily and faster ● Analysis of Instagram pages: Hype auditor, Mintor.io, Smart metrics. ● Analysis of Instagram: Trend hero ● Instagram Audience Insights ● Services for YouTube analysis: Social Blade. ● Practice competitive analysis. How to fill out a strategy table. ● TikTok for Creators - How to analyse TikTok ● Why use social networks? Setting SMART goals. The SIM card method ● How many applications have you received from social networks? ● How to track the effectiveness of social networks? ● Who is your target audience? 			
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		<p>8. Learners will gain an understanding of setting SMART goals for social media marketing, using the SIM card method to define specific, measurable, achievable, relevant, and time-bound objectives aligned with business goals and objectives.</p> <p>9. Learners will identify effective content strategies for social media marketing, understanding the principles of competitive analysis, content relevance, and the PNP (Problem, Need, Pain) principle to create engaging, valuable, and conversion-focused content for their audience.</p> <p>10. Learners will explore video content optimization techniques for social media platforms, including strategies for repurposing video content, optimizing video metadata, and leveraging video features to maximize reach, engagement, and conversions.</p> <p>11. Learners will understand how to form a comprehensive content plan for social media marketing, including content ideation, creation, scheduling, and distribution strategies across different social media platforms to achieve business objectives and engage target audiences effectively.</p> <p>12. Learners will explore organic content promotion strategies, including working with influencers, communities, and targeted advertising to amplify content reach, engagement, and conversions on social media platforms.</p> <p>13. Learners will understand the importance of social media reputation management, including monitoring and responding to user feedback, reviews, and comments to maintain a positive brand image and enhance customer relationships on social media platforms.</p>	<ul style="list-style-type: none"> ● What content works in SMM? Competitive analysis. ● What content is selling? PNP principle. ● Video content and how to optimize it. ● How to get three units of content from one video? ● How to form a content plan ● Promoting content organically. Working with influencers. ● Working with communities and targeted advertising. ● Social media reputation management. What do users write about you? ● Review of the material. ● Conclusions and results 				
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9	<p>Email Marketing: An Effective tool to generate more sales</p>	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will comprehend the fundamentals of email marketing, including its role in customer communication, lead generation, nurturing, and conversion, and understand its effectiveness in driving sales and revenue for businesses. 2. Learners will differentiate between spam emails and legitimate email marketing practices, understanding the importance of permission-based marketing, compliance with regulations such as GDPR, and ethical practices to build trust and credibility with subscribers. 3. Learners will acquire skills in building a customer database for email marketing, including techniques for creating subscription forms, managing mailing lists, and ensuring compliance with data protection regulations such as GDPR and privacy policies to safeguard subscriber information. 4. Learners will understand the benefits of subscribing to newsletters for customers, including receiving exclusive offers, product updates, educational content, and value-added benefits, and explore strategies for incentivizing subscriptions to grow email lists effectively. 5. Learners will identify different types of emails used in email marketing campaigns, including trigger emails (e.g., welcome emails, confirmation emails, abandoned cart emails) and promotional emails (e.g., sales, discounts, product launches), understanding their purposes and best practices for implementation. 6. Learners will explore database segmentation techniques, including demographic, behavioral, and psychographic segmentation, to personalize email content and improve relevance, engagement, and conversion rates for different segments of the audience. 	<ul style="list-style-type: none"> ● Introduction to Email Marketing ● Spam vs Email Marketing ● How to Build Your Customer Database? Subscription forms and mailing lists ● Personal data protection. GDPR. Privacy Policy ● Five reasons why customers should subscribe to your newsletters ● Types of Emails. Part 1. Trigger Emails ● Types of Emails: Part 2. Welcome, Confirmation, Abandoned Carts, Promo etc. ● Database Segmentation ● Email Anatomy ● Practical lesson on how to set up your first email campaign. Send Pulse Interface ● How to prevent emails from going to spam? ● How to measure email marketing performance ● Google Analytics, URL Builder, Bit.ly for measuring email campaigns ● Google Postmaster - a tool to analyse email performance ● Email Marketing: Wrap-Up 	12	4	12	4
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		<p>7. Learners will analyze the anatomy of an email, understanding key components such as subject lines, preheaders, body content, calls-to-action (CTAs), and visuals, and explore best practices for designing and optimizing email templates for maximum impact and effectiveness.</p> <p>8. Learners will gain practical experience in setting up and executing email marketing campaigns using email service provider (ESP) interfaces such as Send Pulse, understanding how to create, schedule, and send campaigns, as well as track and analyze performance metrics.</p> <p>9. Learners will explore strategies for preventing emails from landing in spam folders, including authentication protocols, list hygiene practices, content optimization, and engagement-based segmentation, to improve deliverability and inbox placement rates.</p> <p>10. Learners will understand how to measure email marketing performance using key metrics such as open rates, click-through rates, conversion rates, and ROI, and explore tools like Google Analytics, URL builders, and Bit.ly for tracking and analyzing campaign effectiveness.</p> <p>11. Learners will gain familiarity with Google Postmaster, a tool for analyzing email performance and deliverability, understanding its features and functionalities for monitoring and improving email deliverability and engagement metrics.</p> <p>12. Learners will gain insight into the role of chatbots in email marketing, understanding how AI-powered chatbots can enhance customer engagement, automate responses, and provide personalized experiences to subscribers through email interactions.</p>	<ul style="list-style-type: none"> ● Chatbots ● Email Marketing. Complementary Reading <p>Summary of the Email Marketing Section</p>				
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		13. Learners will summarize key learnings and takeaways from the email marketing section, including best practices, tools, and strategies for leveraging email marketing effectively to generate more sales and revenue for businesses.					
10	Google Analytics. How to improve your Marketing?	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> Learners will understand the fundamentals of web analytics, including its importance in measuring website performance, tracking user behavior, and optimizing marketing strategies for better outcomes. Learners will compile a web analytics checklist covering essential components such as key performance indicators (KPIs), goal setting, event tracking, and integration with other marketing tools and platforms. Learners will identify key performance indicators (KPIs) related to website attraction, interactivity, and conversion metrics, understanding their significance in assessing website performance and user engagement. Learners will explore web analytic systems and tools, with a focus on Google Analytics, understanding its features, functionalities, and tools for tracking and analyzing website traffic, user behavior, and conversions. Learners will gain practical knowledge in setting up Google Tag Manager (GTM), creating tag links, and linking Google Analytics and Google Ads accounts for seamless tracking and attribution across platforms. Learners will understand how to set up goals and events in Google Analytics, including simple events in Universal Analytics using GTM, site search tracking, and eCommerce module setup for tracking transactions and revenue. Learners will explore advanced features of Google Analytics, including call tracking, optimization with Opti 	<ul style="list-style-type: none"> Introduction to Web Analytics Web analytics checklist Key Performance Indicators (KPI). Attraction and Interactivity Key Performance Indicators (KPI). Conversion metrics Web analytic systems and Google Analytics Tools How to set up Google Tag Manager How to Create Tag Links? How to link Google Analytics and Google Ads accounts? How to link Google Ads and GA4 accounts? How to set up goals and events? How to set up simple events in Universal Analytics using GTM Site search How to set up Analytics for eCommerce module? What is Call tracking? And why do you need it? 	15	4	15	4

		<p>Monk, sequences, calculated metrics, automatic custom reports, custom segments, and filters for deeper insights and analysis.</p> <p>8. Learners will gain insight into user behavior analysis using tools like Plerdy for conversion rate optimization (CRO) and search engine optimization (SEO), understanding how to analyze customer behavior on websites and identify areas for improvement.</p> <p>9. Learners will receive an overview of Google Analytics 4 (GA4), including its features, differences from Universal Analytics, and advanced analysis capabilities for understanding target audiences, default events, conversions, and customer segments.</p> <p>10. Learners will gain practical skills in setting up events in GA4 using GTM, performing advanced analysis with GA4 Exploration, analyzing target audiences, setting up customer segments, and comparing performance metrics.</p> <p>11. Learners will summarize key learnings and takeaways from the Google Analytics section, including best practices, tools, and strategies for improving marketing performance through effective web analytics setup, tracking, and analysis.</p>	<ul style="list-style-type: none"> ● How to optimize conversions with Opti Monk ● Understanding sequences ● Setting up Analytics ● Calculated metrics ● How to set up automatic custom reports ● Performance analysis and custom notifications ● How to create custom segments? ● How to set up Filters ● CRM system and transactional analytics ● User Behaviour Analysis ● Plerdy, a CRO and SEO tool. How to analyse customer behaviour on your website ● Final checklist for analytics setup ● An Overview of Google Analytics 4 ● How to remove your internal IP data from GA4 reports ● How to set up simple events in GA4 using GTM ● Advanced Analysis with GA 4 Exploration ● How to Analyse your Target Audience in GA 4 				
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			<ul style="list-style-type: none"> ● Default Events and Conversions in GA 4 ● Comparisons or How to Set up Customer Segments in GA 4 <p>Summary</p>				
11	Web Analytics with Similar web	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will gain an understanding of SimilarWeb as a web analytics tool and its significance in digital marketing strategy. 2. Learners will explore the features and functionalities of SimilarWeb, including its capabilities in providing marketing intelligence, research intelligence, and shopper intelligence solutions. 3. Learners will learn how to leverage SimilarWeb for digital marketing purposes, including competitive analysis, market research, and understanding consumer behavior. 4. Learners will gain practical skills in using SimilarWeb's free service and its premium solutions for analyzing website traffic, audience demographics, and online market trends. 5. Learners will understand the importance of leveraging web analytics tools like SimilarWeb for informed decision-making, strategic planning, and optimizing marketing campaigns for better performance and results. 	<ul style="list-style-type: none"> ● Introduction to Similar web ● How can Similar web help you in Digital Marketing? ● Meet free service - Similarweb.com ● Marketing Intelligence solution ● Research Intelligence solution ● Shopper Intelligence Solution 	4	4	4	4
12	CRO Tools	<p>Unit Level Outcomes:</p> <ol style="list-style-type: none"> 1. Learners will identify the most effective Conversion Rate Optimization (CRO) tools available in the market and understand their functionalities in optimizing website performance and increasing conversions. 2. Learners will analyze the elements of the CRO process, including strategies for improving website usability, enhancing user experience, and 	<ul style="list-style-type: none"> ● The most effective CRO tools ● Increasing conversions with better CRO funnel ● The elements of the CRO process ● Essential parts of CRO ● Best CRO strategies 	5	4	5	4

		<p>optimizing conversion funnels for better results.</p> <p>3. Learners will understand the importance of site usability for conversions and its impact on user engagement, retention, and ultimately, conversion rates.</p> <p>4. Learners will explore key metrics and methods for measuring CRO effectiveness, including conversion rate calculation, A/B testing, user feedback analysis, and heatmap tracking.</p> <p>5. Learners will identify common mistakes in CRO implementation and strategies for avoiding them, including lack of clear objectives, insufficient data analysis, poor usability design, and neglecting ongoing optimization efforts.</p>	<ul style="list-style-type: none"> • The importance of site usability for conversions • Metrics to measure CRO • Ways to measure CRO • How to calculate CRO <p>The biggest CRO mistakes</p>				
13	Q&A	<p>Unit Level Outcomes:</p> <p>1. Learners will understand the most effective tools recommended for beginners in digital marketing and their features to support learning and skill development.</p> <p>2. Learners will identify tools specifically tailored to support real estate consultants in their digital marketing efforts, considering industry-specific needs and requirements.</p> <p>3. Learners will outline a roadmap to becoming successful in digital marketing, including key skills to develop, resources to utilize, and strategies to implement for career growth.</p> <p>4. Learners will explore strategies for starting a career in digital marketing with minimal investments, including leveraging free resources, building a personal brand, and gaining practical experience through internships or freelance projects.</p> <p>5. Learners will learn techniques for acquiring customers when starting out in digital marketing, including networking, leveraging social media,</p>	<ul style="list-style-type: none"> • What is the most effective tool for beginners in digital marketing? • Which tools can support real estate consultants? • What is the roadmap to becoming successful in digital marketing? • How can you start your career in digital marketing with no investments? • How to get customers when you are new in digital marketing? • What do you need to be good in the tech world? • How to become an SEO professional? • TOP Digital Marketing Tools 	3	4	3	4

		<p>content marketing, and providing value through expertise.</p> <p>6. Learners will identify essential skills and knowledge required to succeed in the tech world, including proficiency in digital tools, coding languages, data analysis, problem-solving, and adaptability to technological advancements.</p> <p>7. Learners will outline the steps to become an SEO professional, including learning SEO fundamentals, gaining practical experience, staying updated with industry trends, and obtaining relevant certifications.</p> <p>8. Learners will explore a curated list of top digital marketing tools used by professionals to streamline their marketing efforts, optimize performance, and achieve business objectives.</p> <p>9. Learners will understand strategies for growing a business globally through digital marketing, including market research, localization, international SEO, multilingual content creation, and cross-border digital advertising.</p>	<p>How to Grow your Business Globally?</p>				
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COURSES / MODULE TEMPLATE

NOS /Module: Employability Skill

NOS /Module Code: MSME/ES/01

THEORY HOURS: 30 PRACTICAL HOURS: - THEORY MARKS: 100 PRACTICAL MARKS: -

Refer Standard Curriculum developed by NCVET. (https://nqr.gov.in/downloads/pdfs/30-hours_MC_Employability_Skills.pdf)