

GNAM

Digital marketing

Professor Seema Gupta

Day 1	Session 1	Introduction to Digital Marketing
	Session 2	Fundamentals of Paid Advertising
Day 2	Session 3-4	Creating Google Ads Account & Running Live Campaigns
Day 3	Session 5	Strategic YouTube Marketing
	Session 6	Instagram Marketing Strategy
Day 4	Session 7	Concepts in Search Engine marketing
	Session 8	Digital Psychology for Influencing Consumers
Day 5	Session 9	Digital Strategy Analysis
	Session 10	Digital Strategy & Campaigns Project Presentations

Daily two sessions will happen of 90 minutes each.

First session - 4:30-6:00 pm IST

Second session - 6:15-7:45 pm IST