

# PRO+ SYLLABUS

## **PRO+ SMO (50 hrs)**

### **1. *Broad Spectrum of Online Digital Marketing – 4 Hours***

1. Online Digital Marketing Vs. Offline Marketing
2. Cutting Edge Technology At Low Cost
3. Level Playing Market-Field

**4 hours**

4. Elements, Platforms & Tools
5. Product Knowledge Gain With Brand Audit
6. Target Audience

### **2. *Designing Skills for graphics and videos using CANVA– 18Hours***

1. Introduction to Canva and Design Elements of Posts, Infographics, Logos ETC Using Canva

**2 hours**

2. Conceptualization Of Artwork Using Canva
3. Use Of Canva As A Blackboard

**2 hours**

4. Using Canva As Design/Development Tool
5. Use Of Built-In Templates Of Canva

**2 hours**

6. Use of AI tools (Chat GPT) and Logo/ Banner/ Poster / Infographics Creation using Canva

**4 hours**

7. Creation of Videos/Reels/Short Stories Using Canva

**4 hours**

8. Synchronization Of Voiceover, Music, Videocuts In Canva

**2 hours**

9. Rendering And Generation Of Final Cut Movie In Canva

**2 hours**

### **3. *Social Media Marketing (SMM/SMO) – 30 Hours***

1. Introduction Of Social Media Platforms – Facebook, Instagram, Linkedin, Youtube, Quora Etc.

**6 hours**

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|---|----------------|
| 2. Creation and optimised settings of Live Platforms For Business Pages   | <b>4 hours</b> |
| 3. Introduction To Meta Business Suite  |                |
| 4. Client's Product Knowledge Gain With Brand Audit   | <b>4 hours</b> |
| 5. Setting up goals as per target audience  |                |
| 6. Setup campaign plans   | <b>4 hours</b> |
| 7. Method Of Posting on campaign basis<br>(Info graphics, Videos, Reels, Short Stories, Content Writing And Blog Writing) |                |
| 8. How to incorporate Four R's<br>Relevance<br>Reach<br>Reels<br>Reciprocate  | <b>2 hours</b> |

**SMO Review Live Discussion – 2 hours**

**Hubspot Social Media Marketing Learning - 2 hours**

**Test & Certification – 2 hours**

**CEDM Examination and award of Certificate – 2 hours**

## **PRO+ SEO (50 hrs)**

### **1. Website development & Optimization - 10 Hours**

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| 1. Design And Website Development Skills Using Word press | <b>10 hours</b> |
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### **2. Search Engine Optimisation (SEO) – 38 Hours**

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|-------------------------------|----------------|
| 1. What Is Seo?               | <b>4 hours</b> |
| 2. Emphasis On Google Crawler |                |

3. Primary Functions Of Seo

4. Optimisation Of Keywords & Meta Tags

**8 hours**

5. On Page Seo

6. Off Page Seo

**10 hours**

7. Back Links and how to use back links

8. Content Writing & Blogging

**4 hours**

9. Analytical Optimisation Of Traffic & Website  
Ranking

**2 hours**

**SEO Review Live Discussion – 2 hours**

**Semrush SEO Certification Learning - 2 hours**

**Test & Certification – 2 hours**

**CEDM Examination and award of Certificate – 2 hours**