



## CHALLENGES IN DIGITAL MARKETING CAREER IN INDIA

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### Abstract:

Digital Marketing is expanding greatly nowadays. In India new trends come into picture but career development with respect to the higher education system. India has different education courses and programmes offered by universities and institutions but market relevant programmes are still rare. This paper will discuss challenges to design market relevant programs in higher education systems which can produce appropriate human resources for the global digital market with solutions.

**Key words:** Digital, Marketing, Search Engine, Search Engine Optimization (SEO), Website Traffic, Syllabus, Content Making, Story Writing, On-Page SEO, Off-Page SEO

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### Introduction:

To get solution for better digital marketing courses in higher education system which impact real time market needs and exciting career development for the students

### Research Methodology:

This paper is based on secondary data from journals, blogs and educational institutions syllabus and teaching methodology websites and articles related digital market. I researched different Job and Professional opportunities to understand career scope and salary packages providing in India for digital marketer. As per my research I have given solution to Real Time Challenges to design Digital Marketing Course and designed myself into infographics diagram.

### Literature Review:

Digital Marketing is emerging as a trending marketing tools and new way for the market analysis. Already so many government and private institutions and universities providing digital marketing diploma, degree as well as Post Graduate programmes. There are some gap between real time marketing needs regarding human resource and professionals. Digital marketing education is designed as per study boards of institutions as per their own perspective so while career as a digital marketer students are not getting proper edge as a wonderful career. For this paper I focused on challenges faced by students and intuitions while getting proper understanding of syllabus.

### Marketing Definition:

The American Marketing Association (AMA), defines marketing as “The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers,



clients, partners, and society at large”

Digital Marketing is a part of Marketing. Digital Market covers all kinds of Search Engines, Social Media Platforms, Audio and Video Channels as well as influencer celebrities on social media platforms. By the time the digital market emerged Indian Institutions and Universities made programmes for higher education. For market relevant syllabus making is a complicated task. Digital Marketing professionals must be result oriented and profit centric.

In India we have different streams of education like Arts, Commerce, Science, Pharmacy and Engineering / Technology. This subject and specialisation depends on the choice and skills ability of the student. To be Successful as a Digital Marketer and run a digital marketing agency students must be professional first. So they must have professional knowledge as well as soft skills also. Digital market is result oriented and the digital marketer must show results in terms of monetary benefits and growing financial figures in the balance sheet.

On the basis of returns on the investment ROI and digital marketing strongly emphasise on real time financial profit. Here real challenge begins in front of the syllabus designing committee in the universities and institutions.

### **Real Time Challenges to design Digital Marketing Course**

#### **1. Slow decision process**

In Indian universities are almost owned by state or central governments. So due to lack of professionalism in the education system rapid updates as well as upgrades in the syllabus is way more difficult.

#### **2. Students from different financial environment**

Student came from different financial environment that's why provide proper kind of environment in the digital perspective it's become responsibility of institutions itself

#### **3. Students from different education background**

Students from different educational background don't have prerequisite skills, technical knowledge and proper understanding for strong digital marketing career

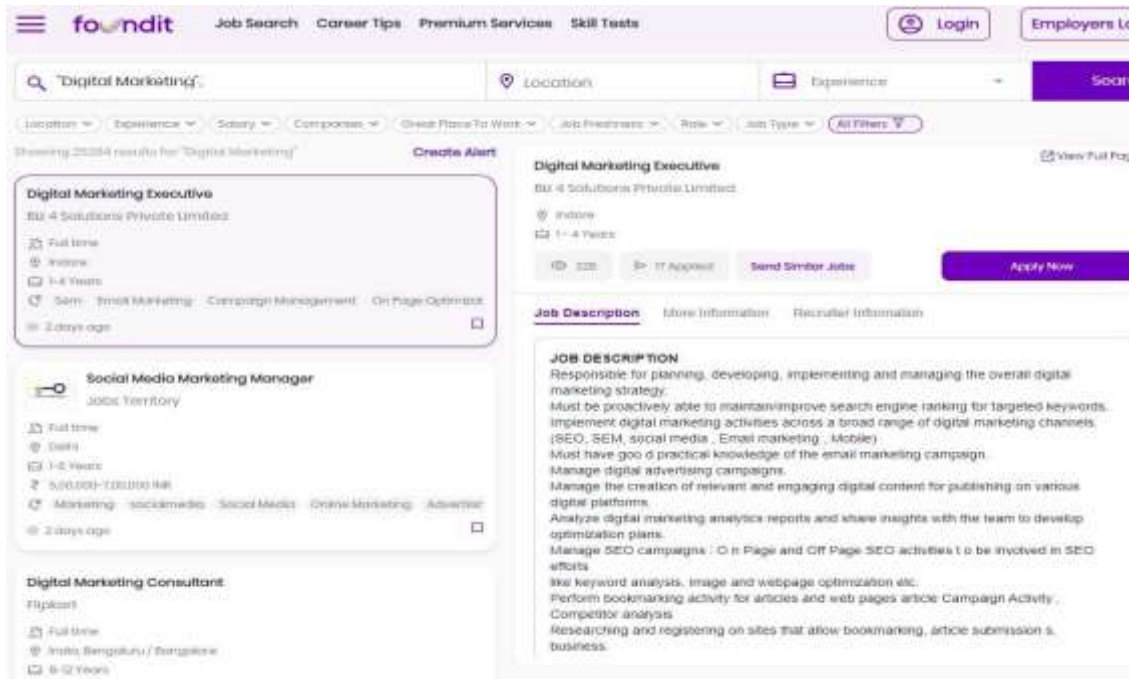
#### **4. Proper technical education for Digital Media**

Digital Marketing required proper technical skills and knowledge for handling digital media like cyber threats, cyber laws, Content making, editing and uploading

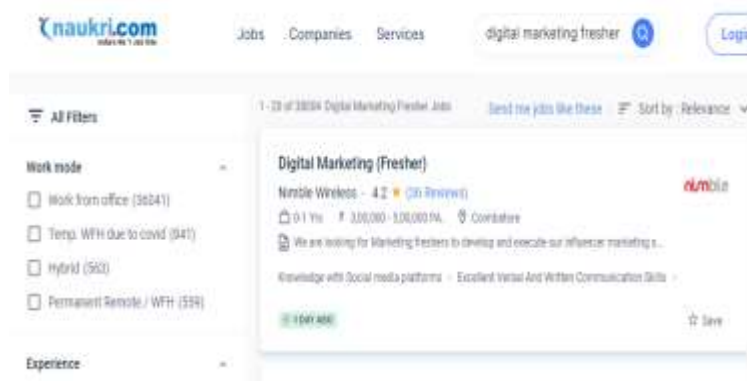
#### **5. Lack of real time marketing skills**

Digital Marketing is a part of the marketing means fundamentals are still the same as per marketing standards. If student is unaware of this so it's useless to learn and make career as a digital marketer

#### **6. It is difficult to identify which student is appropriate for specific role in this digital marketing framework**



In this image you can see different kinds of job roles in digital marketing. So design a single general course programme or design specialised course as per role with the continuous updating market while competing private and professional non-government institutions. Salaries are also differ region wise



**Solution:**

**Career Process in Digital World:**

**1. Content Making:**

“Content is a King” in the Digital Market. So students must have audio, video, editing and content writing skills. If courses are lacking in these teachings then after completion students will become only Sales or Marketing Executives

**2. Story Writing:**

As per human psychology we remember stories which inspire us. We easily forget text, data and numbers//figures very quickly. So whatever concept students are willing to tell must be story format.



Humans easily connect and remember stories because they imagine, visualise it and correlate themselves with the characters and story plot. That is why cinema and TV serials are the most effective ways to impact society.



### 3. Marketing Fundamentals

Digital Marketing is a part of marketing. SO each digital marketer Must be a Marketer first. Students from different educational backgrounds must be on the same page from a marketing perspective. So during a course curriculum team making, competitions, group discussions will be fair and real valued. Only Commerce and Management students will have marketing knowledge and others don't. So the programme will become commerce oriented. Knowledge of how to use digital media for Sales, Branding and Advertising is must.

### 4. SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines like Google, YouTube, Bing, Yahoo etc .

SEO focuses on unpaid organic traffic results rather than paid traffic. Unpaid traffic comes from different searches, image search, videos, academic, news search, and industry related topics. So students must have proper practical knowledge as well training on SEO like on-page SEO, Technical SEO etc

### Future Scope:

Future Scope of this paper is to get proper and standardized structure of digital marketing career syllabus in the higher education. This methodology will give proper realisation and practical marketing approach for begin professional digital marketer.

### Conclusion:

Conclusion of this research paper is that the syllabus must be designed in the proper manner for all the aspects as well as more focused on performance. Students' approach in the digital market must be real time, profit oriented and result oriented. To survive in the education market Universities or Institutions must update as well as upgrade course programmes and use contemporary techniques to teach.

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