

Art of Wealth Creation-Syllabus

Sr. no	Topic	Duration (hrs)	Objective
1	PPT 1 - MAKING MONEY WITH MARKETING	2	To decipher the multiple verticals of generating revenue via marketing
	Ways to Make Money With Digital Marketing		To analyse the Ways to Make Money With Digital Marketing
	Steps to make money through digital marketing		To understand the Steps to make money through digital marketing
	Different types of digital products		To understand the Different types of digital products
	How much can you earn working in this industry?		Analysing How much can you earn working in this industry?
2	PPT 2 - MAKING MONEY WITH SOCIAL MEDIA	2	To understand the principles for YouTube monetization
	How to Make Money on YouTube		To understand How to Make Money on YouTube
	How much money can you make on YouTube?		To analyse How much money can you make on YouTube?
	How to make money with instagram		To study how to make money with instagram
	How to make money on Instagram as a business		Understanding How to make money on Instagram as a business
	How to make money on Instagram as a creator		Analysing how to make money on Instagram as a creator
	Ways in which you can monetize your account		To analyse Ways in which you can monetize your account
3	PPT 6 - MAKING MONEY WITH AFFILIATE MARKETING	2	To study the different Instagram strategies for generating revenue
	Introduction to affiliate marketing		To understand Introduction to affiliate marketing
	Strategies to Make Money With Affiliate Marketing		To analyse Strategies to Make Money With Affiliate Marketing
	How to Make Money With Affiliate Marketing		To study How to Make Money With Affiliate Marketing
4	PPT 4 - MAKING MONEY WITH APPS	2	To study the App Marketing Revenue Model
	Importance of mobile apps for businesses		To understand Importance of mobile apps for businesses
	How much money can you make from an app?		Analysing How much money can you make from an app?
	Ways to make money from your mobile app		To study Ways to make money from your mobile app
	Highest revenue earning apps		To study the Highest revenue earning apps
5	PPT 5 - MAKING MONEY WITH E-COMMERCE	2	To understand the multiple facets of e-commerce
	How to Make Money with eCommerce Website for Living		To understand How to Make Money with eCommerce Website for Living
	How Does Ecommerce Make Money?		Analysing How Does Ecommerce Make Money?
	How to Make Money with an E-Commerce Website		To study How to Make Money with an E-Commerce Website
	Making Money With Your Own Online Store		Understanding Making Money With Your Own Online Store
	How to Make Money on Amazon		To analyse How to Make Money on Amazon
6	PPT 6 - BRANDING & BRAND VALUATION	2	To understand Affiliate Marketing and Amazon Associates
	What is brand value?		To understand the importance of brand value
	How to calculate brand value?		Understanding the pieces of analysis to calculate brand value
	Brand value methods		To analyse the methods for brand value
Outcome: The students will be able to analyse business opportunities through branding with an entrepreneurial mindset by the end of this module.			
	TOTAL HRS	12	



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