

# Gurukul Educational And Research Institute



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## DIPLOMA IN YOUTUBE MARKETING

**Duration: 1 Year**    **Eligibility: 10+2 Pass / Basic Computer Knowledge Mode: Theory+ Practical+ LiveProjects**

### Semester 1 – YouTube Foundations

#### **Introduction to YouTube**

- What is YouTube Marketing? Channel Types (Education, Business, Vlog, Review etc.)
- Understanding YouTube Algorithm
- YouTube Policies & Community Guidelines

#### **Channel Setup & Branding**

- Creating a Youtube Channel
- Channel Name Selection
- Logo & Banner Design
- Channel Optimization
- About Selection Writing

#### **Video Creation Basics**

- Script Writing Camera
- Basics Lighting Setup
- Audio Setup
- Mobile vs DSLR Shooting

#### **Video Editing**

- Editing Basics
- Transitions & Effects
- Intro & Outro Creation
- Thumbnail Design
- Basic Graphic Designing

#### **Tools Practice:**

CapCut / Filmora / VN Editor

Canva

### Semester 2 – Advanced YouTube Marketing

## YouTube SEO

- Keyword Research
- Title Optimization
- Tags & Description
- Hashtags Strategy
- Ranking Techniques

## Audience Growth Strategies

- Subscriber Growth Techniques
- Watch Time Strategy
- Shorts Marketing
- Community Tab Usage
- Collaboration Strategy

## Monetization

- YouTube Partner Program
- Ad Revenue Affiliate
- Marketing Brand Promotion
- Sponsorship Deals

## Analytics & Performance Tracking

- YouTube Studio Overview
- Understanding Analytics
- CTR & Watch Time Analysis
- Improving Engagement

## Practical / Project

- Create & Optimize Own Channel
- 10 Video Upload Project
- SEO Optimization Report
- Growth Strategy Plan
- Final Presentation

## Examination Pattern

- Theory – 100 Marks
- Practical – 100 Marks
- Project – 100 Marks
- Viva – 100 Marks

## Career Scope

- YouTube Marketing Executive
- Content Creator
- Social Media Manager
- Digital Marketing Executive
- Influencer
- Video Content Strategist

