

Gurukul Educational And Research Institute

SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEAR BY IT PARK,
DEHRADUN, UTTARAKHAND PIN CODE - 248013



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Diploma in App Monetization



Duration

1 Year (12 Months)



Eligibility

- 10th / 12th Pass
- Basic Computer Knowledge
- Android / iOS App ka basic understanding (preferred)
- Digital Marketing me interest



Course Modules

Module 1: Introduction to App Economy

- App Market Overview
- Types of Apps
- Revenue Models Basics
- Market Research

Module 2: Ad-Based Monetization

- Banner Ads
- Interstitial Ads
- Rewarded Ads
- Ad Placement Strategy
- eCPM & Fill Rate Understanding

Module 3: In-App Purchases (IAP)

- One-Time Purchase
- Subscription Model
- Premium Features Unlock
- Pricing Strategy

Module 4: Affiliate & Referral Monetization

- Affiliate Marketing Basics
- Referral Programs
- Promo Codes
- Partner Integration

Module 5: App Analytics & Revenue Optimization

- User Retention
- ARPU & LTV Concepts
- A/B Testing
- Funnel Optimization

Module 6: App Store Optimization (ASO)

- Keyword Research
- App Title & Description
- Screenshot Optimization
- Ratings & Reviews Strategy

Module 7: Legal & Compliance

- Privacy Policy
- GDPR Basics
- Payment Gateway Compliance
- Terms & Conditions

Module 8: Final Project

- Monetization Plan Creation
- Revenue Strategy Design
- Live Demo App Concept
- Presentation & Viva

Practical Training

- Ad Integration Demo
- Subscription Setup Practice
- Analytics Dashboard Study
- Case Study Analysis
- Revenue Model Design Project

Examination Pattern

- Theory – 100 Marks
- Practical – 200 Marks
- Project – 100 Marks
- Viva – 50 Marks



Career Opportunities

- App Monetization Executive
- Mobile App Business Consultant
- ASO Specialist
- Digital Revenue Analyst
- Startup Founder

