

Key Highlights of Digital Marketing Course Certificate / Diploma Programs

- 120+ Hours of Live Classes
- 60+ Hours of Videos.
- 1-on-1 Mentoring Sessions
- 20+ Industry Tools Mastery
- Placement Assistance
- Resume & Interview Training
- 8 Brand Projects

Get familiar with our online digital marketing course syllabus.

[Download Brochure](#)

Syllabus / Modules / Chapters / Units

The following topics in our syllabus are curated by subject-matter experts keeping in mind the industry requirements and expectations.

Introduction to Digital Marketing | during the course you will have to complete 42 assignments.

1. Become familiar with core marketing concepts
2. Discover the benefits and scope of digital marketing
3. Understand the components of an effective marketing strategy

Website Planning & E-commerce Development | 3 assignments

1. WordPress Website Building
2. E-commerce (Selling on Amazon & Shopify)

Search Marketing & Blogging | 5 assignments

1. Search Engine Optimization
2. Search Engine Marketing (Google AdWords)
3. Blogging
4. AdSense
5. App Store Optimization

Creating Marketing Content & Campaign Planning | 6 assignments

1. Content Strategy
2. Copywriting
3. Ad Design
4. Email Marketing
5. Influencer Marketing
6. Campaign Planning

Organic Social Media Marketing | 8 assignments

1. Facebook
2. Instagram
3. YouTube
4. LinkedIn
5. Quora
6. Snap chat
7. Twitter
8. Pinterest

Social Media Marketing | 3 assignments

1. Facebook Marketing & Instagram Ads
2. LinkedIn Ads
3. Twitter Ads

Brand Reputation Management - 5 assignments

1. Online Reputation Marketing & Management

Media Planning, Buying & Optimization | 2 assignments

1. Media Planning
2. Conversion Rate Optimization

Analytics & Reporting | 2 assignments

1. Social Analytics
2. Google Analytics

Projects & Mentoring | 2 assignments

1. Capstone Project
2. Mentoring

Managerial & Soft Skills | 6 assignments

1. Interview Skills
2. Art of Pitching
3. Career Guidance (Agency Walkthrough)
4. Resume Building
5. Presentation Skills

After completing all the assignments a final examination in writing and practical will be taken and Certificate / Diploma will be awarded.

Candidate can participate online examinations to add value to their learning process and practice and get certified from various platforms.

You can visit any of our websites and get more information and details:-

THE SIX PILLARS OF EFFECTIVE DIGITAL MARKETING

Planning and Governance	Goals and Measurement	Media	Content	Experience	Conversational Messaging
<ul style="list-style-type: none"> Strategic initiatives Marketing integration Digital transformation Business and revenue models Budgets and ROI Systems, structures and processes Resources and skills Marketing technology 	<ul style="list-style-type: none"> Forecasts Digital KPIs Digital dashboards Customer profiles Attribution 	<ul style="list-style-type: none"> Paid media Owned media Earned media Offline/online integration Always-on and campaign investment 	<ul style="list-style-type: none"> Content marketing strategy Top-of-funnel (TOFU) Middle-of-funnel (MOFU) Bottom-of-funnel (BOFU) 	<ul style="list-style-type: none"> Website customer journeys Landing pages Multichannel path to purchase Conversion Rate Optimization Personalization 	<ul style="list-style-type: none"> Email marketing Mobile messaging Human-assisted chat Automation and CRM