

CERTIFIED DIGITAL MARKETING COURSES OVERVIEW:

All innovations in marketing are through digital channels these days. You can start off an exciting, dynamic career with customized course packages. Whether you are a business owner who wants to improve your online engagement or a complete beginner, this course is perfect for you. The course is exclusively designed by digital marketing professionals and ensures that you are receiving the most up to date information available during the course of your studies. We endeavor to make sure we are delivering the best possible certification for would be digital marketers.

Course Curriculum: Duration : 50 Hours

Eligibility Criteria : Any Graduate / Post Graduate of all Streams

- * Digital Display Advertising
- * Email Marketing
- * Analytics
- * Introduction to Digital Marketing
- * Mobile Marketing
- * Search Engine Optimization
- * Social Media Marketing
- * Introduction to Mobile Marketing
- * Mobile Advertising
- * Mobile Sites
- * Mobile Apps
- * Cross Channel
- * Mobile Strategy & Planning
- * Introduction to Search Marketing
- * PPC Advertising
- * Analytics Setup
- * Introduction to Social Media Marketing
- * Google Ad words
- * Google Analytics
- * Google Website Analyzer
- * Google Apps

BENEFITS OF DIGITAL MARKETING CERTIFICATION



Stand out in interviews



Industry-wide recognized certification



Basics of SEO, SEM & SMM



Webinars and practice quizzes

LEARNING OUTCOMES

- Identify digital marketing strategies that have the potential to win
- Run digital marketing campaigns under stringent budgets
- Knowledge on a wide variety of online marketing techniques
- Ability to run online search and display campaigns



Further Details Contact Business Associate:



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providing digital skills to all



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