



Diploma in Digital Marketing

1 year

- Documents required for admission : photocopies of educational certificates, 2 passport size photo and ID proof.
- Online Form Fill up Facility Available.
- **Any assistance contact 8481805615 (Timing- 11am-6pm. Only Thursday Closed)**
- **Total Fees : ₹ 30000/-**
 - Admission Fees : ₹ 5000/- + ₹ 500/- (For Form Fillup)
 - Next 10 months : ₹ 2500/- per month

Syllabus Concepts



SEARCH ENGINE OPTIMIZATION (SEO)



WEB ANALYTICS



EMAIL MARKETING



HOW TO CREATE UNFAIR ADVANTAGE AND EXPONENTIALLY GROW ONLINE BUSINESS



INTEGRATED DIGITAL MARKETING STRATEGY



INBOUND MARKETING



SEARCH ENGINE MARKETING (SEM)



SOCIAL MEDIA MARKETING (SMM)



HOW TO SELL DIGITAL MARKETING SERVICES



AFFILIATE MARKETING



HOW TO CREATE A WEBSITE WITH WORDPRESS



BLOGGING FOR BEGINNERS



E-TAIL (ONLINE LISTING) / WEBSITE V/S MARKET PLACE



SHOPPING ADVERTISING



DISPLAY ADVERTISING



SUPER BLOGGING



MOBILE APPKETING 101



PREPARE YOURSELF FOR CAREER OPPORTUNITIES IN DIGITAL MARKETING



LEARN AND PREPARE FOR VIDEO ADVERTISING EXAMINATION



GOOGLE ANALYTICS IQ