

DIPLOMA IN DIGITAL MARKETING



DURATION

REGULAR - 1 YEAR

FAST TRACK - 3 MONTHS

WORK EXPERIENCE

1 YEAR

ELIGIBILITY

10TH PASS

COURSE DESCRIPTION

At our institute, you may pursue a globally recognised digital marketing qualification. When you combine the knowledge of our marketing professors with the cutting-edge learning resources of the Digital Marketing Institute, you get the best of both worlds as well as the flexibility of being able to study while working. Digital marketing encompasses any marketing activities that make use of the Internet and technological gadgets. As these technologies improve, digital marketing has become a more difficult field to work in. Professionals that know how to manage this climate are constantly in demand. Marketing Week's own statistics verified that "digital positions in marketing are among the fastest expanding in the sector". Whether you are an experienced digital practitioner or fresh to the game, the pace and scope of change can be intimidating. Our curriculum includes the most recent knowledge on all of the essential digital issues required to advance in the digital world: Google AdWords, social media marketing, SEO, and much more. Experienced practitioners and academics will give the curriculum.

ABOUT US

In order to integrate the personnel strategy with the employer's business, we are devoted to providing qualified, talented, and professional manpower solutions to all sectors. We also provide a variety of training options to our applicants since we think it is important to support their professional development and excellence. With a large pool of applicants ranging from recent graduates to senior jobs, Job Scan can locate, screen, assess, and select prospects who meet the requirements of the hiring manager. Using our high standards for behaviors, and we respect the contributions of each customer and applicant we work with.

SUBJECTS

- **MANAGEMENT FUNDAMENTALS**
- **MARKETING THROUGH SOCIAL MEDIA**
- **INCOMING MARKETING**
- **EMAIL MARKETING**
- **ENGINE OPTIMIZATION**

EXAM & DURATION

ONLINE EXAM: 2HRS/PAPER

TOTAL FEES: RS . 15,500

INTERNATIONAL FEES: \$ 200*