

THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT

(NIESBUD)

Ministry of Skill Development and Entrepreneurship, Govt. Of India

A-23, Sector-62, Institutional Area, Noida - 201309, UP, India

WWW.NIESBUD.NIC.IN



Certification Programme on Digital Marketing

6 Days Programme

10:00 am to 6:00 pm

LEARN A TO Z OF DIGITAL MARKETING

Digital Marketing is a new way to create impact on the market where in internet is used to reach to the customers, acquire and service them. It has become pervasive because it is cost---effective and has comparatively wider reach.

Top reasons to become CERTIFIED DIGITAL MARKETING EXPERT

1. A number of companies are shifting from traditional print and TV media to Digital advertising due to the increase in internet usage to communicate, publicize and attract customers
2. Digital Marketing is poised to generate 1.5Lakh jobs by 2018
3. Online Ad Spend crossed Rs 3,500 Crore in FY 2015, 30% YoY growth
4. India crossed 300 million Internet Users Mark in Dec 2014 Keeping in view the Immense job and business opportunities available in the field of Digital Marketing,

NIESBUD has designed special advanced level Certification Programme on **“Digital Marketing Professional”**.

Classes will be held at college premises on weekend from 10:am to 6:pm for one month.

The program will help you to learn A to Z of Digital Marketing.

Programme Objectives

1. The learning will take deep dive into the key concepts and techniques of Digital Marketing. Hands---on approach ensures all the concepts are clearly understood and applied during the session.
2. After the completion of the course, the students will have complete knowledge of designing an effective digital marketing campaign for their own business or apply it in job.
3. Students will also learn how to earn using Digital Marketing as a part time income.

Course Content

Website,CMS, Blogging, Search Engine Optimization(SEO),Search Engine Marketing(SEM), PPC, Google Adwords & Analytics, Social Media Marketing, E---Commerce marketing, Web Analytics, Email Campaign, Mobile Marketing, Content Marketing, Affiliate Marketing, Online Advertising, Lead Generation for business, Tricks and Tips of Online Crowd Funding, Campaign Designing to earn money.

Fee Details : Rs. 5000 Per Candidate (For the batch size of 25 candidates)

Interested Candidates May Contact :

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