

CERTIFICATE COURSE IN DIGITAL MARKETING

I. Objective:

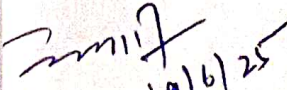
The objective of their course is to creating competent and professional workforce for small and medium size business and startups, accurate targeting of prospective customer and excellent analyzing reporting.

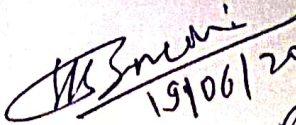
II. Duration: 3 months


III. Programming fee: Rs. 5000/-

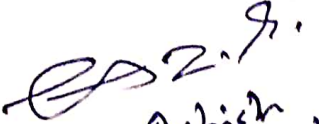
IV. Programme Structure :

1. Digital Marketing: concept, scope and importance
2. Design theory and structure
3. Blogging
4. Content writing and tools
5. Website planning and structure
6. Search engine optimization(SEO)
7. Social media optimization
8. Analytics in social media
9. Social media platforms
10. Google adwords
11. Online Display Advertising


19/6/25
Ash Chandra Tripathi
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19/06/2023
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19/6/2023
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Dr. Ashish
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