



UNIVERSITY OF
TEXAS
ARLINGTON

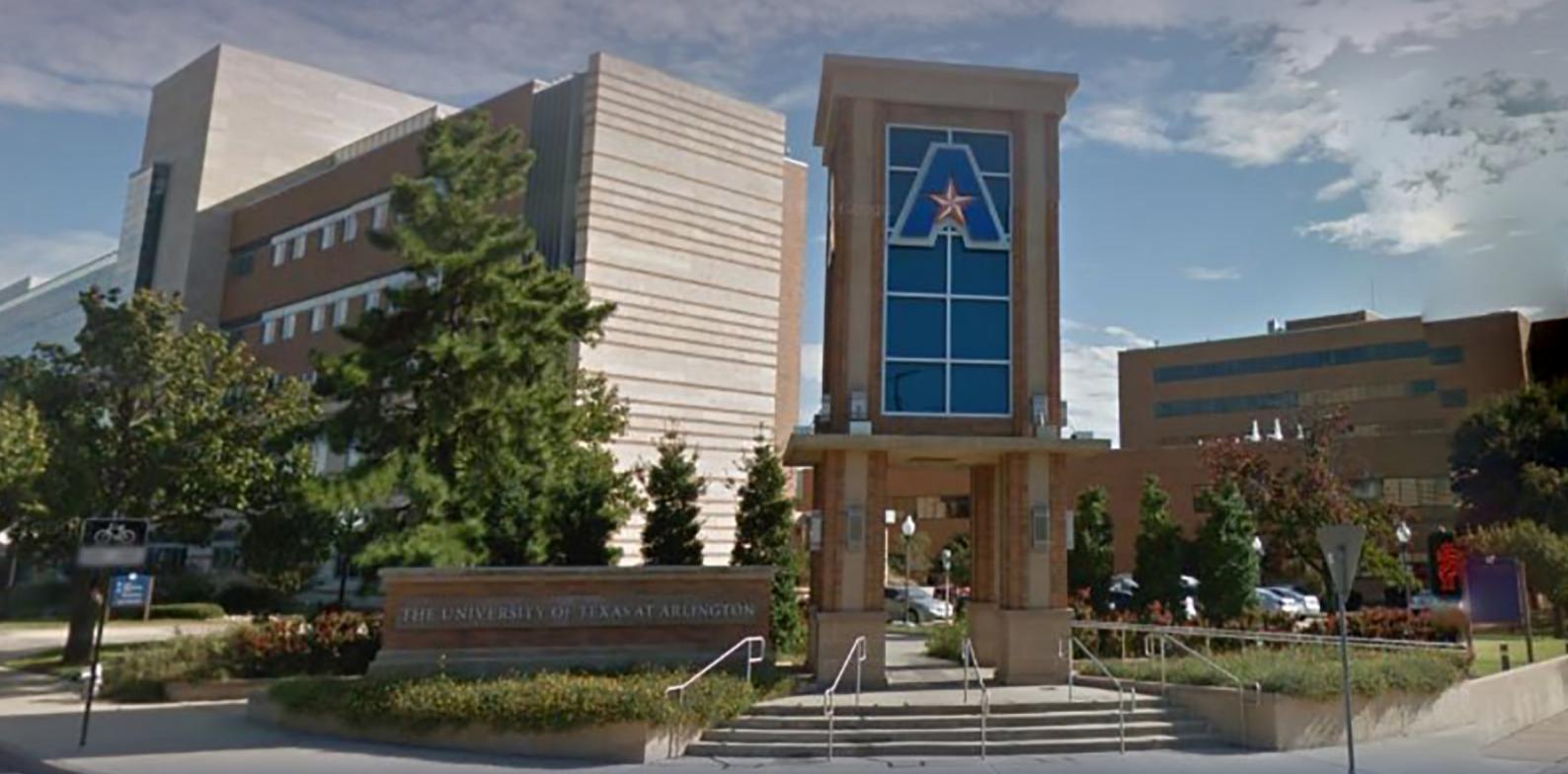


Peopleclick
Learning

INTRODUCING

MASTER PROGRAM IN DIGITAL MARKETING

IN PARTNERSHIP WITH UNIVERSITY OF TEXAS AT ARLINGTON



UNIVERSITY OF
TEXAS
ARLINGTON

📞 +91 9741838817 / 7619343002

✉️ Info@people-click.com



Peopleclick
Learning

Our Master Program in Digital Marketing is a comprehensive course to cover the basics as well as the advanced tactics to make you a complete, industry-ready digital marketing professional with international demand. We are proud to be the first Indian Institute to be collaborated with prestigious University of Texas at Arlington for such a trending course. As per industry experts, digital advertising is projected to reach 19,000 crore by 2020 which will increase the demand for digital marketing skill. Moreover, digital marketing is evolving with emerging technologies like Voice Search, Artificial Intelligence (AI), Virtual Reality and Augmented Reality. With our program, you can be an exceptional candidate to jump the hurdles and grab the most lucrative digital marketing career option, which suits your passion.

A black and white photograph of a large, diverse crowd of young people. Many individuals are smiling and looking towards the camera, while others have their hands raised in the air, suggesting excitement or participation in an event. The background is slightly blurred, emphasizing the crowd.

35+ Modules

12+ Certifications

15+ Live Projects

30+ Tools

WHY TO LEARN DIGITAL MARKETING?



DIGITAL MARKETING FIELDS & SALARY

- | | |
|----------------------------------------|--------------------------------|
| ❖ Content Marketing | 3 Lakhs to 12 Lakhs per annum |
| ❖ Digital Marketing Sales & Management | 3 Lakhs to 10 Lakhs per annum |
| ❖ Email Marketing | 2 Lakhs to 8 Lakhs per annum |
| ❖ Social Media Marketing | 2 Lakhs to 7 Lakhs per annum |
| ❖ SEO Marketing | 1.5 Lakhs to 7 Lakhs per annum |

DIGITAL MARKETING COURSE MODULES

				
<p>Digital Marketing Introduction</p>	<p>Basics to Advanced SEO</p>	<p>Advanced Keyword Research</p>	<p>On-Page Optimization</p>	<p>Off-Page Optimization</p>
				
<p>Local SEO</p>	<p>E-commerce SEO</p>	<p>Advanced SEO</p>	<p>Mobile Optimization</p>	<p>Video Marketing</p>
				
<p>Search Engine Marketing</p>	<p>PPC Advertising</p>	<p>Shopping Ads</p>	<p>Display Marketing</p>	<p>Universal App Campaign</p>
				
<p>Website Creation</p>	<p>Social Media Optimization</p>	<p>Social Media Marketing</p>	<p>Social Media Analytics</p>	<p>Mobile Marketing</p>
				
<p>Content Marketing</p>	<p>Affiliate Marketing</p>	<p>E-mail Marketing</p>	<p>Media Buying</p>	<p>Web Analytics</p>

DIGITAL MARKETING COURSE MODULES

				
Facebook Marketing Basics	Facebook Ad Campaigns	Advanced Facebook Marketing Strategies	LinkedIn Marketing	Instagram Marketing
				
Pinterest Marketing	Google Adwords	Google Analytics	Reporting	Online Reputation Management
				
Website Optimization	Lead Generation	Lead Optimization	Google AdSense	Blogging



Google Ads



MODULE 1 - WEB & SEO (25 DAYS)

- ❖ Website Architecture
- ❖ Static & dynamic websites
- ❖ Landing Page
- ❖ SEO Introduction
- ❖ How Search Engines Work
- ❖ Types of SEO
- ❖ Keyword Research and Competitive Intelligence
- ❖ Duplicate Content
- ❖ Design and Architecture
- ❖ Local SEO
- ❖ Algorithm Updates and SEO Changes
- ❖ Integrating SEO with Other Disciplines
- ❖ Online Reputation Management
- ❖ Basics of App store Optimization
- ❖ MOCK UP TEST -1



MODULE 2 - SOCIAL MEDIA (15 DAYS)

- ❖ Introduction to Social Media
- ❖ Social Media Strategy and Planning
- ❖ Social Media Channel Management
- ❖ Targeting Options
- ❖ Social Media Management Tools
- ❖ Social Media Measurement and Reporting
- ❖ MOCK UP TEST -2



MODULE 3 - DIGITAL ANALYTICS (10 DAYS)

- ❖ Introduction to Digital Analytics
- ❖ Building Blocks
- ❖ Managerial Perspectives of Digital Analytics
- ❖ Segmentation
- ❖ The Analysis Process
- ❖ Key Performance Indicators
- ❖ Marketing Management
- ❖ Experimentation and Testing
- ❖ Reports and Dashboards
- ❖ DIGITAL ANALYTICS FOUNDATIONS QUIZ



MODULE 4 - PAY PER CLICK (PPC) (10 DAYS)

- ❖ Introduction to Pay Per Click
- ❖ Understanding various PPC Platforms
- ❖ Setting Objectives
- ❖ Account Structure
- ❖ AdWords Tools
- ❖ Google Search
- ❖ Display, Shopping & Mobile Campaigns
- ❖ Increasing Reach With Display Network
- ❖ Reaching Target Audiences
- ❖ Understanding the Bidding system
- ❖ Optimize landing pages
- ❖ The Paid Search Auction
- ❖ PPC FOUNDATIONS QUIZ

COURSE SYLLABUS



MODULE 5 - CONTENT MARKETING (10 DAYS)

- ❖ Introduction
- ❖ Objective Your Brand's Story
- ❖ Channel Strategy
- ❖ Establish Listening Posts
- ❖ Measurement is a Must
- ❖ CONTENT MARKETING FOUNDATIONS QUIZ



MODULE 8 - TOOLS AND CASE STUDY (3 DAYS)

- ❖ Learn tools for Social Media
- ❖ Search Engine Optimization,(Semrush, Ahref, Moz)
- ❖ Managerial Perspectives of Digital Analytics
- ❖ PPC Campaigns
- ❖ Case study of Campaigns "ShareaCoke", "EarthDay" Soccer Jersey from Adidas, IKEA



MODULE 6 - EMAIL MARKETING (3 DAYS)

- ❖ Introduction to Email Marketing
- ❖ Elements of Email
- ❖ Working with an ESP
- ❖ Build and Maintain your List
- ❖ Avoid Spam Penalties
- ❖ Email Deliverability
- ❖ EMAIL MARKETING FOUNDATIONS QUIZ



DIGITAL MARKETING STRATEGY (2 DAYS)

- ❖ Creating a Digital Marketing Strategy
- ❖ Targeting Audience
- ❖ Plan the Right Channel Mix
- ❖ Campaign Management
- ❖ Campaign Optimization
- ❖ ROI Calculation



MODULE 7 - MOBILE MARKETING (2 DAYS)

- ❖ Introduction to Mobile Marketing
- ❖ Mobile Products and Services
- ❖ Promotions and Incentives
- ❖ Integration with Marketing Mix
- ❖ Mobile Advertising
- ❖ Mobile Analysis
- ❖ MOBILE MARKETING FOUNDATIONS QUIZ



OUR CERTIFICATIONS

Peopleclick Certification



Certification from University of Texas at Arlington



Google Ads Certifications

- ❖ AdWords Fundamental
- ❖ Search Advertising
- ❖ Display Advertising
- ❖ Video Advertising
- ❖ Shopping Advertising
- ❖ Mobile Advertising



Google Analytics Certification



Facebook Blueprint Certifications



Google Digital Sales Certification



Hubspot Certifications (FREE HubSpot Certification support)

EXTENSIVE PLACEMENT SUPPORT



We have a *dedicated placement cell* with competent staffs to guarantee your **career success**

OUR INDUSTRY PARTNERS



Our Students' Testimonials



Salman Hafiz, Saudi Arabia

Peopleclick's Master Program in Digital Marketing in partnership with the University of Texas at Arlington was really helpful for a foreign student like me. They took a great deal of effort in curating learning methodologies, which is efficient for all kinds of students from different parts of the world. I had a wonderful opportunity to learn from highly qualified trainers, who are ready to solve any doubts at any time. Their interactive sessions filled with live examples make it easier to follow the concepts. Live project training is an added advantage. I am quite happy to receive international certification in digital marketing from Peopleclick as well.



Anjana V Chandran, Mumbai

Though I had work experience in digital marketing, Master's Program in digital marketing at Peopleclick was a totally different experience. Under the guidance of knowledgeable trainers, I gained expertise in latest digital marketing techniques and tools. The way the trainer used to present the digital marketing concepts is easy to understand. My skills improved to higher level so that I become much more confident. This extensive program helped to achieve my career aspirations.



Peopleclick
Learning



UNIVERSITY OF
TEXAS
ARLINGTON

Master Program in Digital Marketing



+91-9741838817 / 7619343002



www.digitalmarketingtrainingbangalore.com



info@people-click.com



Peopleclick
learning

Mail: info@peopleclicklearning.com | Call: (+91) 733 849 7706 + (91) 974 183 8817

Sector 7, HSR Layout Bangalore, Karnataka | West Lokamanya Street - 2nd Floor RS Puram, Coimbatore