



# EXECUTIVE PROGRAMME IN DIGITAL MARKETING





# MEETING NEW REALITIES

Marketing is about identifying and meeting human needs. The marketplace is dramatically different with new behaviors, opportunities, and emerging challenges. Today, technology and other factors have profoundly changed the way of business advertising.



## MARKETING

- Centres around the future
- Focused on one-to-many transactions
- Meets needs in a Strategic Manner
- Pulls a prospective customer
- Driven by metrics
- Facilitates long-term goals

## SALES

- Centres around the present
- Focused on one-to-one transactions
- Meets needs in an opportunistic manner
- Pushes a product or service
- Driven by human interaction
- Provides short-term advantage





# PROGRAMME OVERVIEW

One of the most valuable intangible assets of a firm is its brands, and it is incumbent on marketing to properly manage their value. Building a strong brand is both an art and a science. It requires careful planning, a deep long-term investment, and creatively designed and executed marketing. A strong brand commands consumer loyalty – and at its heart is a great product or service. Building a strong brand is a never-ending process.

Additionally, having a great product alone does not guarantee success in today's world where the consumer is spoilt for choices. While the product should fulfil customer needs, it is equally important that the value of the product be communicated effectively. Thus, sales and marketing functions are interlinked and need to be aligned and coordinated to maximise effectiveness.



# PROGRAMME OVERVIEW

The Executive Programme in Digital Marketing is designed to impart comprehensive and contemporary knowledge of marketing functions with a balanced of theoretical discussions and practical applications.



6-months Programme



Balanced Combination of  
Theoretical & Practical  
Knowledge



Focus on Real Business  
Case Studies



Digital Media Hawk  
Certification Status



# LEARNING OUTCOMES



COMPREHENSIVE AND CONTEMPORARY KNOWLEDGE OF THE MARKETING DOMAIN

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THOROUGH UNDERSTANDING OF THE MARKET RESEARCH AND COMPETITOR ANALYSIS

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UNDERSTANDING OF THE CONSUMER MINDSET AND FACTORS DRIVING BUYING BEHAVIOUR

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FORMULATING AND EVALUATING MARKETING COMMUNICATION FOR BRAND BUILDING

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KNOWLEDGE OF THE LATEST TRENDS AND USAGE OF CONTEMPORARY AND EFFICIENT TOOLS.

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# PROGRAM CURRICULUM

## FOUNDATION OF MARKETING

- Defining Marketing
- Scope of Marketing
- Core Marketing Concepts
- Business Strategic Planning

## CONDUCTING MARKETING RESEARCH

- The Scope of Marketing Research
- The Marketing Research Process

## CONSUMER BEHAVIOUR

- Factors affecting Consumer Behaviour
- Understanding Consumer Buying Decision Process

## SEARCH ENGINE OPTIMISATION (SEO)

- How Does Google Search Work?
- Keyword Research
- On-Page SEO Concepts
- Off-Page SEO Concepts
- Local SEO Concept
- Analysing SEO using Tools

## MANAGING MASS COMMUNICATIONS (ADS/SALES PROMOTION/EVENTS, PR)

- Developing and Managing an Advertising Program
- Managing Digital Communications
- Managing Personal Communications

## CONTENT MARKETING

- Content Planning & Ideas
- Managing Content using Calendar
- Blogging
- Video or Reels
- Image Creatives and Infographics



# PROGRAM CURRICULUM

## GOOGLE ADS

- Setting Up New Google Ads Account
- Installing Google Site Tag
- Google Ads Structure
- Audience Selection Types
- Keyword Selection Types
- Negative Keywords
- Bidding Strategy
- Ad Scheduling
- Sitelink Extension
- Ads Rules
- Conversion Tracking
- A/B Testing
- Remarketing
- Analysing Reports

## SOCIAL MEDIA PLANNING

- Creating Social Media Profiles
- Tips to post on social media for higher reach

## GOOGLE ANALYTICAL TOOL

- Setting up Google Analytical Tools
- Gathering Data and Acquisition Reports

## EMAIL MARKETING

- The Scope of Email Marketing
- How to get Email Subscribers
- Getting Started with Campaigns
- Designing Emails & Content
- Analysing Campaigns

## SOCIAL MEDIA MARKETING

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing

## GOOGLE SEARCH CONSOLE TOOL

- Adding Google Console Property with Website
- Adding Sitemaps
- Gathering & Analysing Reports

# PROGRAM CURRICULUM

## SEO TOOLS

- Analysing Website Issues and Fixes
- Improving website with SEO tools
- Reports

## WORDPRESS BASICS

- Installing WordPress
- Setting up WordPress Theme
- Designing Pages
- Writing first Blog Post
- Installing Important Plugins

## WEBSITE CREATION & PLANNING

- The purpose of a website
- Website Designing Structure Planning
- Domain Purchase
- Hosting Purchase

## HTML/CSS BASICS

- What is HTML & CSS?
- Understanding HTML/CSS Elements and Attributes
- Working with HTML/CSS codes

## MOBILE MARKETING

- The Scope of Mobile Marketing
- Developing Effective Mobile Marketing Programs



# WHO SHOULD LEARN DIGITAL MARKETING?

The programme is ideal for working professionals in sales and/or marketing roles, or those aspiring to a career in these domains. Sales professionals wishing to broaden their perspective with marketing knowledge and competencies Marketing professionals desiring to enhance their efficiency with an understanding of sales Working executives seeking a career switch in the sales or marketing domain

## CERTIFICATION

Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria, will be awarded a “Certificate of Completion”.

Successful participants will also be accorded Digital Media Hawk Executive **Digital Marketing Course** status.








# PROGRAM FEES

PARTICULARS	AMOUNT
<ul style="list-style-type: none"><li>• Study Materials/Simulations/Domain</li><li>• Hosting/Certification Fee/Tools</li></ul>	₹10,000
<ul style="list-style-type: none"><li>• Program Fees</li></ul>	₹30,000
<ul style="list-style-type: none"><li>• <b>TOTAL</b></li></ul>	<b>₹40,000</b>

**ENROLL NOW**

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