



CERTIFIED SPECIALIST IN DIGITAL MARKETING

COURSE SPONSOR

COURSE DELIVERY

KNOWLEDGE PARTNER

INTERNSHIP PARTNER



Up to 75% scholarship available for Keralites

ICT ACADEMY OF KERALA



ABOUT THE PROGRAM

In the era of the digital revolution, technology has opened new opportunities for marketing. In the time of individualization, digitalization, networking along the emergence of the enlightened consumer has posed new challenges as well as opportunities for marketing. This program aims at covering the essential marketing and advertising concepts, basics of front-end development, and in-depth knowledge of online marketing and analytical tools.

OBJECTIVES OF THE COURSE

- Develop a digital marketing plan that will address common marketing challenges
- Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.
- Recognize Key Performance Indicators tied to any digital marketing program

AGENDA

- Digital Marketing Introduction
- Types of Digital Marketing – Organic & Paid
- Search Engine Optimization
- On Page Optimization (OPO)
- HTML & CSS basics
- Meta Tags Usage
- Using JavaScript to our Advantage
- Introduction to Social Media Marketing
- Lead Management & Digital Marketing
- LinkedIn Marketing
- Google Plus Marketing
- YouTube Advertising
- Advanced Facebook Marketing
- Twitter Marketing
- Social Media Analytical Tools
- Google Analytics
- E-Mail Marketing
- Content Marketing
- Affiliate Marketing
- Tools for creating promotional content /Ad designing



DURATION OF THE COURSE

Course Components	Duration
Self-paced Learning Module	110 hours
Instructor-led Training + Industry Expert Interaction (Live)	50 hours
Project	100 hours
Industry Internship (Virtual)	125 hours
TOTAL	345 hours

HIGHLIGHTS OF THE COURSE

- 75% scholarship for meritorious students (Keralites)
- 125 hours of Virtual Internship at TCS iON
- Access to more than 14000 LinkedIn Courses
- 100% Placement Assistance Guarantee*
- Training Methodology using PERL Model
- International Readiness Program
- Employability Skills Training
- Badges from partner companies
- IELTS Basic Training
- Cross Cultural Training

FEES OF THE COURSE

Rs 19,700 + GST

ELIGIBILITY

Engineering or Science graduate with basic IT skills.

*we don't guarantee placement

ICT ACADEMY OF KERALA



Our Online Programme Framework

Positive Engagement and Realtime Learning (PERL)



Highly immersive and multi channel model of engagement – Feedback rating of 4.5 / 5.0

FOR REGISTRATION

<https://ictkerala.org/norka-roots-admission-2021/>

CONTACT US

ICT ACADEMY OF KERALA

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