

DIGITAL MARKETEER



HOW **DIGITAL
MARKETING**
CAN PROPEL YOU
TO **THE FUTURE**

**THIS
COULD BE
YOU!**

**Your
Strong
Foundation
P6**

***The Digital
Marketscape P3***

20 lakh jobs + Average salary
of Rs.3 lakhs annually*

**Plan your
career with us P12**

*India's most trusted education brand
for over 36 years*

*Get prepared for Google &
Facebook certifications*

Case Studies P13
The proof of the digital pie

Course Plan P10

*As per industry standard

How this programme can transform your life

GLOBAL CERTIFICATION



powered by

NIIT

Living the digital life

P1

**Welcome to the
industry of tomorrow**

The industry speaks

Manan Shah

Director Marketing, Truecaller

P2

The digital marketplace

Your future playfield

Job opportunities / Roles / Salaries

P3

Careers

The carriers of fortune

P4

NIIT - the digital gateway

P5

NIIT's strong foundation for you

Foundation, NIIT edge,

Programme objectives,

Programme structures

P6-11

NIIT

India's most trusted education brand

P12

Case studies

Domino's via Alexa

Roads that honk

Paper Boat sails to success

P13

YOUR QUICK GUIDE TO THE DIGITAL WORLD



Living the Digital Life



Today's life revolves around the Internet. Digital is bigger than physical. Our day starts not with the newspaper but catching news snippets on apps like **InShorts** or **Buzzfeed**. From booking a cab to college, to buying that latest fashion online, to asking **Google** for all our answers, we have come to depend on **Mr. WWW** for everything.

Missed yesterday's IPL match? Catch it on **HotStar**. Binge watch the latest international television series on a

content app like **Netflix**. And book your movie online on **BookMyShow**. Post demonetisation, even payments have become digital, with most of the modern urban and semi-urban consumers preferring to pay through their mobile app. All in all, digital has become not just a convenience, but a necessity to survive.



'DIGITAL IS THE FUTURE. IT'S HERE. IT'S NOW.'

Welcome to a world that will not be there tomorrow. It will have changed by the time you say 'digital'. It will have upgraded to the next version. It will have updated its software. Transformed itself to the next big tech revolution.

The digital world today is not a dream. It is a reality staring us in the face, with limitless possibilities and countless avenues of success. It is dynamic. Forever transforming, adapting and throwing up new surprises. As terabytes of data get consumed every nanosecond, the mathematics of it all is staggering.

The stupendous progress has its own demands and challenges. How to identify your consumer with a pinpoint accuracy, how to talk to them amidst a cacophony of voices, and how to get heard. Strategy at the speed of thought is the mantra of success. And high-speed professionals are the need of the hour.

In this ever-changing marketscape, it is important to arm yourself with the right career tools. The **Advanced & Postgraduate Programmes in Digital Marketing and Branding at NIIT** are just the ammunition you need. They will equip you with the ability to think on your feet, shoot from the hip and hit your target like a bolt of digital lightning, the same speed at which the world is moving.

**So, move with it.
Groove with it.
And learn how to make yourself a name in this ever-changing stratosphere of digital innovation.**



There is an urgent need for real talent in our industry when it comes to marketing for this digital generation. Today, in the age of connected lives and landscapes, the rules have changed, and demand a different level of skill sets to understand, gauge and even predict trends of tomorrow's consumers, while having the basic fundamentals in place. Only those with these skill sets will flourish.

Manan Shah
Director - Marketing, Truecaller

The Digital Marketscape

Your future playfield

20 lakh jobs in
India by 2020

Average salaries of
Rs. 3 lakhs annually*

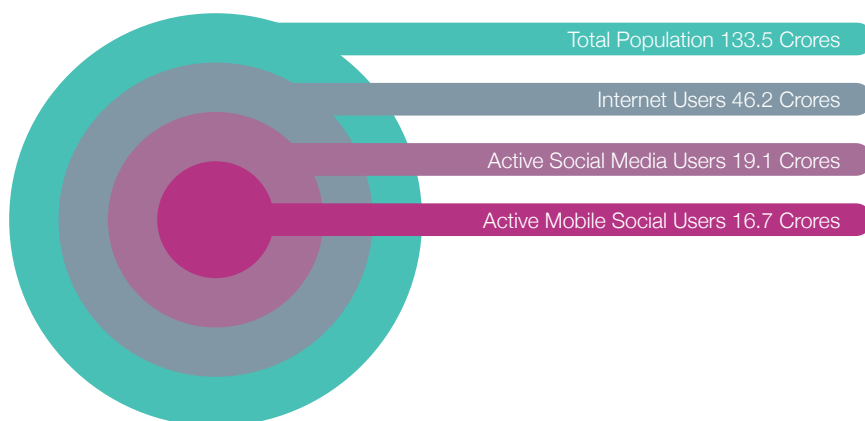
Digital media spends
up from 15% to 24%**

India is one of the fastest growing digital markets globally and the scope for Digital Marketeers will only get bigger and better in the years to come. It is expected that the Digital Industry will produce more than 20 lakh jobs in India by 2020. With the industry projected to grow at 32% CAGR (compound annual growth rate), the net volume of the business is slated to rise to Rs 18,986 crores by the next decade.

And digital media spends will increase exponentially from 15% of the total advertising turnover to 24% by the same time.

It is a world that is beckoning to young marketing minds, to come and crack open its potential goldmine. With average salaries ranging anywhere in the region of Rs 3 lakhs annually*, it's a huge opportunity waiting to be logged into.

The Digital Landscape



Indians spend 28 hrs
on mobile vs 4 hrs
on TV per week[#]



Highest number on
social media platforms like
Facebook @ 25 Crores[#]



India is the 5th
largest user base
of mobile apps[#]



[#]Social and Hootsuite report

*As per industry standard

**Economic Times

Careers

The carriers of fortune

Career Opportunities in Digital Marketing

SEO Executive

Searching for that nearby restaurant, local carpenter, the new bike reviews, etc. on a browser gives out the desired results because we work hard to make web easier and search friendly. Keywords are the main source to our world of success.



Copywriter

Languages simplified for better comprehension, correct grammar and punctuations, we are the Grammar Nazis in action. We ensure that you engage with the best of content.



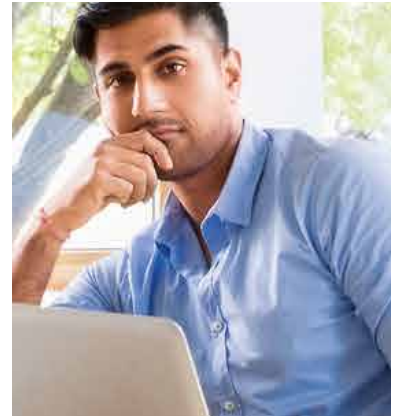
Client Servicing Executive

Human relations are the most complicated thing yet, we make them simple. Discussing relevant issues with the clients and making work easy for the various teams back in our office is our key work. Simplification of work and ensuring the timely delivery are the work that we enjoy.



Social Media Executive

For us, 'Content is King'. Ensuring that content goes viral, we live and breathe the Facebooks and YouTubes of the world. We ensure that you see the best of content as soon as you wake up for the day. 'Ninja' is the perfect name coined for us, as we deal with so many platforms and algorithms, to engage with you.



Display Media Executive

We follow you wherever you go on the Internet. Be it those awesome high heels or that swanky bag that you have been drooling over, we ensure that you see them again and again, so that you end up purchasing your dreams.

Paid Media Executive

CPE, CPM, CTAs are the jargon we thrive on. Excel sheets, correct calculations and understanding the right TG to be targeted are the most important sauces for our success.

ORM Executive

We are the people behind the scenes of every conversation that a user has with any brand. Providing quick resolutions and escalating issues that need urgent attention are what we do with a magic wand. So, the next time you complain or express gratitude, know that we are the ones who respond.



NIIT the digital gateway

NIIT offers programmes, especially designed for young guns. Focused on intensive learning that lays a strong foundation, they are not just about the nuts & bolts, but also about comprehensive skills required for a career in Digital Marketing.

They lay the foundation for the business of digital. They also offer Learning on Demand and ample flexibility, where you can choose your time schedule. Whether you want to learn along with college or pursue the programmes over the summer break or even on weekends we leave it up to you.

The programmes also focus on interpersonal and soft skills, which are important in today's impressionable world, and hands-on practice with mentors available on demand.

The programmes will provide you with the edX The University of Edinburgh certification and prepare you for the edX IIM Bangalore, edX The University of British Columbia, Facebook and Google certifications that ensure credibility and give you a foothold in the digital industry.

Furthermore, as a NIIT alumni, you get a direct access to the movers and shakers of the industry, and your network base increases manifold. So, welcome to the gateway of possibilities at NIIT!

Advanced Programme in Digital Marketing and Branding *for Undergraduates*
Postgraduate Programme in Digital Marketing and Branding *for Graduates*

NIIT Digital Marketing Programme.

Let your **career growth** go viral.

Digital Marketeers today need to know it all. The challenge is to consistently stay ahead of the curve for which you need to learn much more than just the basics. You need a programme that sets a high standard of knowledge and strong base for a budding marketing career.

At NIIT, we make sure that our efforts are continuous and our experts, always pushing you to cut through the competition, prepare you for not just landing that dream job but also arm you with the latest skills and expertise to hold on to it for a sharp, upward career graph.

NIIT edge >



STRONG FOUNDATION

The bigger picture highlighting the role of digital marketing in establishing a brand.



INTENSIVE LEARNING

The perfect combination of training hours, expert faculty and thought-out learning material.



GLOBAL CERTIFICATIONS

The global certifications that make sure you cut through the competition with an edge.



PLACEMENT

The boosting assurance of interviews with top-of-the-line companies.





STRONG FOUNDATION

The faculty at NIIT makes it simpler for you to understand the concepts of digital marketing at the fundamental level. Once you're through with the basics, they start building a perspective through which you comprehend the impact of digital media on the marketing strategy of a brand. This way, you enter the industry, well prepared to target higher-level jobs from the very beginning, because you understand the tools & techniques faster than anyone in your competition.

The programme provides you a solid foundation and perspective that helps you understand the What, Why and How of Marketing.

The Digital Marketing programme at NIIT provides expertise in SEO, SEM, Social Media Marketing, Email Marketing, Content Planning, Digital Analytics, Mobile Marketing, Inbound Marketing, CRM and a host of other specialised areas. A better understanding of these tools gives you an edge over others, helping you emerge as a leader in this field. Along with the tools, you learn how to design a research plan, analyse data and interpret survey reports which will help you zero down on practical solutions for businesses in need.

From the first impression to the last, the valuable insights from this programme regarding interviews, making presentations, etc., will give you a positive head-start into the organisation.

From the first impression to the last, the valuable insights from this programme regarding interviews, making presentations, etc., will give you a positive lead-in into the organisation.

Our faculty cultivates the habit of problem solving from the very first day, as it is one of the most important virtues of digital marketing. In short, students taking this programme will receive a warm welcome by the digital fraternity.



Marketing & Growth functions are merging in digital-first companies. Organisations are therefore, looking for talented individuals that have a good understanding of marketing-first principles, technology, analytics and creativity. A digital marketing programme from NIIT will help individuals jump-start their career and equip themselves for the ever-evolving digital landscape.

*Daman Soni
Head - Growth & Marketing,
Mobikwik*

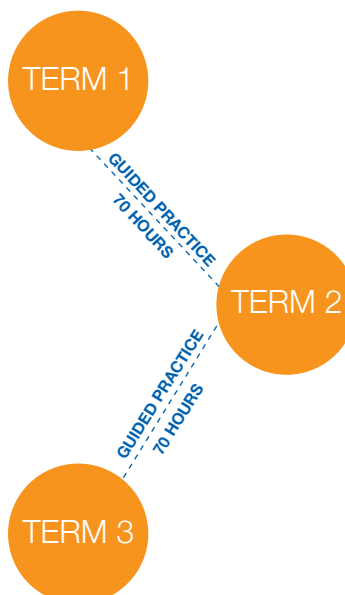


INTENSIVE LEARNING

A good 281 hours of classroom training and 140 hours of guided practice in this programme will ensure that you sweat it out, helping you crack digital marketing as an entrant.

The Guided Practice is introduced between Term 1 and 2, and between Term 2 and 3, with a mandate to complete 70 hours of **Guided Practice** in each Term. It is self-paced and is presented in the form of e-learnings.

The specially designed Guidance Cell allows students to reach out whenever they need help with questions or need to clarify their learnings on a regular basis.



Career Path



GLOBAL CERTIFICATIONS

The difference between any other certification and an NIIT certification will become clearer to you once you step into the field. After the successful completion of the programme, NIIT gives you the opportunity to get the **edX THE UNIVERSITY of EDINBURGH** certification. What's more, we prepare you for the **edX IIM BANGALORE, edX THE UNIVERSITY OF BRITISH COLUMBIA, FACEBOOK and GOOGLE** certifications.

GET PREPARED FOR:



PLACEMENT*

What better assurance can a programme give you than a fair chance of interviews with top companies? In fact, your proud association with an NIIT programme will give you a fair chance to get placed in the top companies, thanks to our Placement Assistance Programme. Term 3 in every track will include placement grooming / preparatory module.

This way, every year we happily serve as a launch pad for effectively trained minds to start a career in Digital Marketing with a bang!

NIIT has placed more than a million students over the years with some of the top global organisations.

3

**Assured
Placement
Interviews**

Eligibility

Advanced Programmes for Class 12th pass outs. Postgraduate Programmes for graduates.

Programme objectives

Learn advanced social media tools and techniques to execute compelling social media campaigns

Master the process of organically driving traffic to website / webpage

Create viral mobile marketing campaigns

Manage backlash, issues or complaints online and build positive perceptions of brands

Run email marketing campaigns for your businesses and brands

Use analytical tools to analyse data from digital platforms

Acquire skills to conduct market research to understand what customers think and want

How to build and execute an integrated digital marketing strategy

Foundation Programme in Digital Marketing & Branding

Term 1

Term 1 72 Hours		
Module Name	Objectives	Benefits to students
Overview of Marketing, Digital Marketing and Opportunities	Learn about the fundamentals of marketing and digital media	Students will be able to expand their skill set by learning how, what and why of marketing and its importance
Website Fundamentals and Tools	Learn about the use of website layout and design, content management system & webmaster tools	Students explore the prevailing tools and standards used in the field of digital marketing
Social Media Marketing	Learn the use of social media tools and platforms to design, manage and optimise social media campaigns to promote growth and position your brand in the global digital marketplace	Students will create and evaluate a comprehensive social marketing strategy
Content Planning & Promotions	Learn about how to plan content for different marketing channels	Students will be able to develop effective content that works for marketing campaigns
Email Marketing	Learn about important email marketing strategies such as Deliverability Effective Email Content, and Customer Acquisition Strategies	Students will develop an adaptive, inbound approach to sending emails that provide value and drive growth for business
GUIDED PRACTICE POST MODULE 1 - 70 HOURS		

Professional Programme in Digital Marketing & Branding

Term 1+2

Term 2 72 Hours		
Module Name	Objectives	Benefits to students
Digital Analytics	Learn about Google Analytics, Content Performance Analysis, Visitors Analysis, Social Media Analytics	Students will be able to run various analytics on marketing campaigns and draw insights from them for taking action
Mobile Marketing	Plan your marketing strategy according to OS functions. Test, plan, schedule and measure the success of a mobile strategy. Apply good practices to enhance mobile UX performance	Students will learn about the types of campaigns best suited to mobile devices and how to create them and also the different aspects of engagement on mobile devices, the value of responsive design and engagement practices leveraging video and interactivity

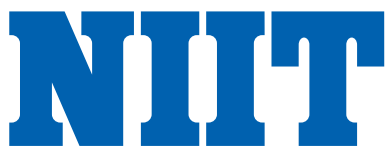
Search Engine Optimisation	Gain an understanding of search engine algorithms and how they affect organic search results and websites, optimisation of website content for the best possible search engine ranking	Students will learn the theory behind Google Search and other search engine algorithms; learn the key elements for creating an effective SEO strategy, including how to select keywords and perform keyword research
Search Engine Marketing (SEM)	Understanding Google Search Rule based personalisation of marketing at Internet scale overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing	Students will be able to run paid advertising campaigns on search engines
Inbound Marketing	Learn how to attract potential customers into the conversion funnel, convert prospects to leads using emails, convert traffic to leads and nurture leads using emails	Students will be able to analyse how effective a marketing campaign is and draw more customers

GUIDED PRACTICE POST MODULE 2 - 70 HOURS

Advanced Programme in Digital Marketing & Branding

Term 1+2+3

Term 3 137 Hours		
Module Name	Objectives	Benefits to students
Business Perspective on Marketing	Customer value, satisfaction and relationships, customers' buying behaviour, digital value for customers, employees, channel partners and wider stakeholders	Students will be able to drive value for the business digitally
Market Research – Primary and Secondary	Learn how to design a research plan, analyse the data gathered and accurately interpret and communicate survey reports, translating the results into practical recommendations, focus on the consumer decision-making process, highlighting the key moments from identifying a need to buy and consume a product	Students will learn various types of data collection techniques during the marketing research process and how to evaluate and assess it and how to create an effective survey
Online Reputation Management	Learn how to build a robust and sustainable online reputation, the positives of building a strong participatory culture, how to manage social media issues based on real-life examples, how to manage a crisis and respond appropriately across multiple platforms	Students will be able to shape positive perceptions of brands online and on social media such as Facebook, Twitter, Snapchat and other social media platforms in today's world
Managing Digital Initiatives	Learn how to develop an effective digital strategy while getting a hands-on understanding of tools and frameworks used for digital strategy	Students will be able to champion the digital strategy for businesses and brands
Customer Relationship Management	Learn about market place listing and managing consumer experience with the listings	Students will be able to increase e-commerce conversion rate for different businesses and brands
E-commerce Optimisation	Learn about market place listing and managing consumer experience with the listings	Students will be able to increase e-commerce conversion rate for different businesses and brands
Client Management	Learn leadership skills to manage complex digital marketing client projects	Students will be able to effectively interface with digital marketing clients to ensure their success
Professional Skills Training	Learn tools and skills that provide valuable insights needed at all levels in an organisation and help create a positive first impression, crack interviews, give effective presentation and thus become a role model at work	Students will be able to develop an aptitude and a personality which will help them in getting a job and starting a successful career in the field of digital marketing



Plan your career with us

India's most trusted education brand for over 36 years.



We are the global leaders in skill and talent development. We offer multi-disciplinary learning management and training delivery solutions to corporations, institutions and individuals in over 40 countries.

A world-leading, technology-driven, skill development organisation. And the first choice of smart students and professionals. At NIIT, we believe that our actions speak louder than our words.

Present in over 40 countries



Associations

IIM Lucknow, KPMG, Microsoft

Past Recruiters

IBM, Accenture, Sapient, Microsoft, HCL, ICICI Bank, Yes Bank, Axis Bank, Kotak Bank & more

35 Million Learners



NIIT UNIVERSITY
THE UNIVERSITY OF THE FUTURE

NIIT University, a not-for-profit institution established by the State Legislative of Rajasthan, inherits more than three decades of its rich experience, know-how and global reputation of the NIIT group.

NIIT University is equipped with state-of-the-art, technology-based teaching and a strong research-focused curriculum. The strong reputation for trust, innovation and technology that has been created by NIIT Limited provides a powerful platform for NIIT University.

Case Studies

Domino's via Alexa



Domino's became the first company in the quick-serve restaurant industry to support ordering by way of Amazon Echo's digital assistant, Alexa.

The challenge

User behaviours are changing in the digital sphere, more and more people are using voice commands to carry out tasks they once would have tapped through steps on an app for. The use of digital assistants such as Alexa, now makes it easy for people to do a range of activities.

The solution

In order to stay on top of trends and allow users to order a pizza in a convenient way, Domino's upgraded its ordering platform to allow customers to order via Amazon Echo's digital assistant Alexa.

Customers were asked to create user profiles through Domino's website, create an easy order and enable the Domino's skill through Amazon's Alexa app so that they can have a pizza ordered by saying "Alexa, open Domino's and place my Easy Order." In the future, perhaps you would be able to tell Alexa to simply "order pizza" and Alexa would be smart enough to connect the request!

The results

It's early stages for the technology but as sales increase for Amazon Echo, we expect this trend to become the norm.



HP Lubricants Roads that Honk

The challenge

NH1 in North India, along the Jammu-Srinagar Highway, is notorious for hairpin bends that make it one of the most dangerous highways in the world. Leo Burnett India in collaboration with HP Lubricants decided to do something about this.

The solution

The #RoadsThatHonk initiative installs SmartLife poles that use radar technology across dangerous bends, alerting speeding drivers to avoid collisions. The poles are installed at key intersections and use an advanced networked device to combine wireless technology, radar systems and an anti-collision warning system, all powered by solar PV modules. So whenever a truck crosses a pole, it honks, warning drivers that are coming from the other side of the bend!

The results

Apart from winning a lot of awards internationally, this initiative also managed to save hundreds of lives, with the accident rate along the highway going down by almost 20% in two months.



Paper Boat Sails to Success

Paper Boat is a brand of traditional Indian juices and drinks by Hector Beverages. This young and vibrant brand has made an emotional connect with consumers in a short span of time.

The challenge

In the new era of marketing, Paper Boat needed not only to create brand awareness but also an emotional connect with its target audience.

The solution

Paper Boat's marketing strategy moves around nostalgia and simplicity in its storytelling campaign. Paper Boat beautifully utilized social media for sharing stories with its fan following. The platforms Facebook, Twitter, Instagram and YouTube mainly use content to interact with the customers. Every activity from flying kites to running behind rickshaws, to playing indoor games helped in making Paper Boat a point of conversation.

The results

The motto to 'touch the lives of people with emotions' became a huge success through the video posted on YouTube, which received 40+ thousand views in just 5 months. The company is already planning to launch more variants, at least 25 in total. The brand is available on more than 20,000 retail outlets having tie-ups with coffee chains like Barista, airlines such as Indigo and Jet Airways and hotels such as Westin and Trident.

"There is an urgent need for real talent in our industry when it comes to marketing for this digital generation...those with these skill sets will flourish."

Manan Shah
Director - Marketing, Truecaller

"Marketing & Growth functions are merging in digital first companies...a good understanding of marketing first principles, technology, analytics and creativity. An Advanced Digital Marketing programme from NIIT...for the ever-evolving digital landscape."

Daman Soni
Head - Growth & Marketing, Mobikwik

"As a Digital Marketeer I have worked for many companies, institutions and students in the last decade. What I felt was that there is a need of a course which can build the understanding of Digital Marketing strategy and its implementation. I thank NIIT for tying up with Adobe to bring a good learning experience. I am satisfied with the learning and would certainly recommend the programme to all."

Alumni NIIT- Omkar Nath Nandi
CEO, Extensive Online
Visiting Faculty: IITs & Army College of Management

NIIT

180030006448 | niit.com

Find us on    