

UPL PROSPECTOUS

early break even | best experience



2023

ABOUT COMPANY:

UNLIMITED POWER FULL LEARNING (UPL) aims to solve the challenges and minimize the gap between students with IT industries' expectations. This organization is built by a strong team who are having good academic and industry experience of more than two decades. The founder of this experience G.D. Mallikarjuna has 20+ plus started as a technologist having diverse experience in the education sector as Trainer and Developer.

VISION:

At UPL@SNIPE, we make the best experience in technology learning with career guidance for their life journey

MISSION:

Learn with Live experience and career values.

PROGRAMS OFFERED:

PROGRAMS	DURATION	AMOUNT + GST
CODING BOOT CAMP	4 TO 6 MONTHS	Rs.30000/-
CERTIFICATION COURSE	3 SEMESTERS 1 YEAR COURSE	Rs. 25000/- per semester Rs. 10000/- final semester
CAREER BRIDGE	3 MONTHS	Rs. 50000/-
INDUSTRY READINESS PROGRAM	3 MONTHS	Rs.20000/-

CODING BOOT CAMP

ABOUT THIS MODEL

- **Category:** Virtual Program
- **Target Audience:** Fresher & Experienced
- **Duration:** 4 To 6 Months
- **Cost:** Rs. 30,000/Candidate (Registration: 10K + GST After 6 Weeks: 10K + GST Live Project: 10K + GST)
- **Course Coverage:** 2 Months training in a relevant discipline, 1 capstone project & followed by involving in live project for duration 4 months.
- **Outcome:** Build their careers feature strong growth projections & lucrative salaries
- **Career Opportunities:** The best jobs you can secure after completing one of these programs such as, Technical Support Specialist, Digital Marketer, Junior Developer, Data Analyst, Web Developer, Project Manager, User Interface/Xperience (UI/UX) designer, Application Developer, Product Manager, Software Engineer, Full Stack Developer, Data Scientist, Development Operations (DevOps) Engineer, Back End Developer, Teach Others, also Freelancer

COURSES ARE :

- JAVA FULLSTACK
- FULL STACK C# .NET
- FRONT END DEVELOPER IN (REACT/ANGULAR)
- MEAN STACK
- PYTHON
- DATA-SCIENCE
- AUTOMATION TESTING WITH JAVA
- UI/UX DESIGN
- DIGITAL MARKETING
- JENKINS
- MACHINE LEARNING
- DATASTRUCTURE IN PYTHON
- TABLEAU
- POWER BI
- PSPARK
- DEVOPS

BENEFITS IN THIS PROGRAM :

- Uplsnipe Coding Bootcamp Certificate.
- Program Transcript For The Entire Learning Path.
- Coding Bootcamps Can Open Doors To Exciting Technical Career Opportunities.
- Mastering Programming Languages And Associated Technologies Can Prepare You To Work As A Software Or Web Developer.
- Strong Growth Projections And Lucrative Salaries

DIGITAL MARKETING

A digital marketing course covers various aspects of online marketing strategies, techniques, and tools used to promote products or services on digital platforms. The specific content of a digital marketing course may vary depending on the program or training provider. However, here is a general outline of the topics commonly covered in a digital marketing course:

UNIT_001: INTRODUCTION TO DIGITAL MARKETING: 03 HRS

Overview of digital marketing and its importance in today's business landscape.

Understanding the digital marketing ecosystem and key industry trends

UNIT_002: WEBSITE PLANNING AND DEVELOPMENT: 06 HRS

Understanding the importance of a website in digital marketing.

Website planning, structure, and design principles.

Introduction to website development platforms, content management systems, and hosting options.

UNIT_003: SEARCH ENGINE OPTIMIZATION (SEO):

04 HRS

Introduction to SEO and its role in improving website visibility.
On-page and off-page optimization techniques.
Keyword research, website audit, and SEO performance tracking.

UNIT_004: PAY-PER-CLICK ADVERTISING (PPC):

06 HRS

Understanding PPC advertising and its various platforms, such as Google Ads, Bing Ads, or social media advertising.
Creating and managing PPC campaigns.
Keyword bidding strategies, ad copywriting, and campaign optimization.

UNIT_005: SOCIAL MEDIA MARKETING:

05 HRS

Overview of popular social media platforms and their marketing potential.
Creating and managing social media profiles and pages.
Developing social media marketing strategies and content plans.
Social media advertising and campaign management.

UNIT_006: CONTENT MARKETING:

08 HRS

Understanding the importance of content marketing in building brand awareness and engagement.
Developing a content marketing strategy.
Creating engaging and relevant content across different formats (blog posts, videos, infographics, etc.).
Content distribution and promotion techniques.

UNIT_007: EMAIL MARKETING:

04 HRS

Introduction to email marketing and its role in lead generation and customer retention.

Creating effective email campaigns, including email design, copywriting, and segmentation.

Email automation and tracking email marketing performance.

UNIT_008: DIGITAL ANALYTICS AND REPORTING:

06 HRS

Introduction to web analytics tools (such as Google Analytics) and their key metrics.

Analyzing website traffic, user behavior, and conversion rates.

Creating reports and using data to optimize digital marketing strategies.

UNIT_009: MOBILE MARKETING:

05 HRS

Understanding the significance of mobile devices in digital marketing.

Mobile advertising and app marketing techniques.

Mobile optimization and responsive design.

UNIT_010: INFLUENCER MARKETING:

07 HRS

Overview of influencer marketing and its role in reaching target audiences.

Identifying and collaborating with influencers.

Developing influencer marketing strategies and measuring campaign effectiveness.

UNIT_011: ONLINE REPUTATION MANAGEMENT:

06 HRS

Understanding the importance of online reputation management for businesses.

Monitoring and managing online reviews and customer feedback.

Strategies for handling negative reviews and building a positive brand reputation.

UNIT_012: DIGITAL MARKETING STRATEGY AND PLANNING 08 HRS

Developing a comprehensive digital marketing strategy.

Setting marketing goals, target audience identification, and competitor analysis.

Budgeting, resource allocation, and campaign measurement.

UNIT_013 : CAPSTONE PROJECT

LAB SET DIGITAL MARKETING

LAB 1 : DEFINE YOUR GOALS:

Determine what specific areas of digital marketing you want to focus on, such as social media marketing, search engine optimization (SEO), email marketing, content marketing, or paid advertising.

LAB 2 : CREATE ACCOUNTS ON DIGITAL MARKETING PLATFORMS:

Sign up for accounts on popular digital marketing platforms that align with your goals. This may include social media platforms like Facebook, Instagram, Twitter, LinkedIn, and advertising platforms like Google Ads or Facebook Ads.

LAB 3 : SET UP A WEBSITE OR BLOG:

Create a website or blog to practice various digital marketing techniques. You can use website builders like WordPress, Wix, or Squarespace to quickly set up a professional-looking website.

LAB 4 : INSTALL ANALYTICS AND TRACKING TOOLS:

Set up tools like Google Analytics to track website traffic, user behavior, and conversions. This will help you measure the effectiveness of your digital marketing efforts.

LAB 5 : LEARN ABOUT SEO:

Understand the basics of search engine optimization (SEO) to improve your website's visibility in search engine results. Learn about keyword research, on-page optimization, link building, and technical SEO.

LAB 6 : EXPLORE SOCIAL MEDIA MARKETING:

Experiment with social media platforms to promote your website or blog. Learn how to create engaging content, build a social media following, and run targeted advertising campaigns.

LAB 7 : PRACTICE EMAIL MARKETING:

Set up an email marketing platform like Mailchimp or Constant Contact to build an email list and send out email campaigns. Learn how to craft compelling emails, segment your audience, and analyze email campaign performance.

LAB 8 : DIVE INTO CONTENT MARKETING:

Develop a content marketing strategy and create valuable content that aligns with your target audience's interests. Learn how to optimize content for search engines and promote it through various channels.

LAB 9 : FAMILIARIZE YOURSELF WITH PAID ADVERTISING:

Set up and run paid advertising campaigns on platforms like Google Ads, Facebook Ads, or LinkedIn Ads. Learn about targeting options, ad formats, budgeting, and campaign optimization.

LAB 10 : MONITOR AND ANALYZE RESULTS:

Continuously monitor your digital marketing efforts and analyze the results. Use data and analytics tools to measure the performance of your campaigns, track conversions, and make data-driven decisions for optimization.

LAB 11 STAY UPDATED WITH INDUSTRY TRENDS:

- Digital marketing is constantly evolving, so stay updated with the latest trends, tools, and strategies. Follow industry blogs, attend webinars or conferences, and join relevant online communities to stay informed.

LAB 12 : DOCUMENT YOUR LAB EXPERIMENTS:

Keep a record of your digital marketing experiments, strategies, and results. Document what worked and what didn't, and reflect on your learnings to refine your future digital marketing efforts.



THANK YOU

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