

DIPLOMA IN DIGITAL MARKETING:

Digital Marketing is one of the most prominent fields within organizations as they transition their business models to an online mode. BBA digital marketing, MBA digital marketing, or a postgraduate diploma in digital marketing are popular degree programs in the digital marketing stream. In terms of popularity; online digital marketing certifications are more popular than degree courses as they help aspirants learn digital marketing skills without leaving their full-time job. Marketing, SEO, Google analytics, affiliate marketing, etc. are the domains that come under digital marketing.

What is Digital Marketing?

- Through digital marketing courses after the 12th, any business or organization can promote its brand online. The majority of businesses have hired digital marketing companies to establish their presence online for revenue generation.
- Through a digital marketing course, students can be capable enough to promote their business online and establish a market presence.
- Digital marketing courses are very popular among students belonging to management, advertising, content creation, or analytics background.
- Nowadays online platforms have updated their content quality and affordability to offer the best digital marketing courses in India online. However, many students prefer [Digital Marketing Training](#) through classroom-based learning mode.
- To overcome this; top IIMs, IITs, and renowned [Management Colleges in India](#) are introducing [Diploma in Digital Marketing](#) programs as well as [Digital Marketing Certifications](#).
- Such institutions aim to equip students and digital marketing freshers with industry-relevant [Digital Marketing Trends](#).

Free Online Digital Marketing Courses

- There are plenty of free online digital marketing courses after the 12th; they comprise introductory video lessons and some course material.
- However, many online platforms like Google, HubSpot, and Semrush offer free online digital marketing courses with certificates; meaning that they are completely free and students also get a certificate at the end.

- Some platforms do not offer a certificate and the quality of course material is also different compared to paid digital marketing courses.
- The table below lists free digital marketing courses after the 12th that are recommended by students and industry experts. Also, explore [Top Digital Marketing Certifications To Boost Your Income](#).

Digital Marketing Course Online	Platform	
Fundamentals of Digital Marketing	Google Digital Garage	40 hours
Inbound Marketing Certification	Hubspot Academy	4 – 5 hours
Become an Online Marketing Manager	LinkedIn Learning	20 hours
Digital Strategy & Action	Babson College through edX	4 weeks
Digital Media & Marketing Strategies	Coursera	

Diploma in Digital Marketing

- [Diploma in Digital Marketing](#); also known as a postgraduate program in digital marketing is one of the best digital marketing courses.
- A diploma in digital marketing course duration is typically 1 year. Some colleges offer postgraduate diplomas in digital marketing for 4 – 11 months.
- Students can pursue a diploma in digital marketing in part-time mode. ACHMCT Mumbai, NGASCE Mumbai, and ICASR Gurgaon are some diploma in digital marketing colleges that offer a postgraduate program in digital marketing in part-time mode.
- The general eligibility criteria for any diploma in a digital marketing program is completing graduation from a recognized board.

Course Name	College Name	Digital Marketing
Post Graduate Programme in Digital Marketing (1 Year)	IMT Ghaziabad	INR 1,20,000
Post Graduate Programme in Digital Marketing (1 Year)	Gokul Global University, Sidhpur	INR 70,000
Professional Diploma in Digital Marketing (4 Months/Part-Time)	ACHMCT Mumbai	--

Digital Marketing Jobs for Freshers

- The Indian Digital Marketing Sector is going to be worth INR 11,914 (USD 160) billion by 2025 according to a Goldman Sachs report.
- Digital Marketing Professional with less than 1 year of experience or digital marketing fresher earns INR 1,50,000 – INR 4,00,000 per annum as per payscale reports.
- Digital Marketing Specialist, Social Media Marketing Manager, PPC Analyst, Web Designer, and Digital Marketing Manager are common digital marketing job roles.
- Amazon, TCS, Google, and Accenture are companies that offer high-paying digital marketing jobs in India worth INR 2,00,000 – 10,00,000 per annum.

Digital Marketing Internships

- Digital Marketing Internship is popular among students aspiring for a career in Social Media, Digital Marketing, Affiliate Marketing, or even [MBA Admissions](#).
- Digital Deepak is the popular Digital Marketing Internship Program.
- Internshala and LinkedIn are the top job portals for all kinds of Digital Marketing Internships.
- Digital Marketing Interns earn INR 40,000 - 6,00,000 per annum or INR 2,000 - 10,000 per month (varies as per duration, company, and type of work).
- LeadsCloud Technologies, Adore Models, and Innovatus Technologies Private Limited are companies that offer [High Paying Digital Marketing Internships](#) (INR 15,000 - INR 25,000).
- Government organizations like Aam Aadmi Party, Jazba - Helping Hands, Nanjil Anand Foundation, etc provide unpaid digital marketing internships.