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## Title: Telzon Digital Marketing Program Brochure

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# Telzon Digital Marketing Program

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## 26 weeks Core + 6 Weeks Per Specialisation | Online

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### Choose From Specialization Tracks:

- Branding & Communication
- Social Media & Content Marketing
- Marketing Analytics
- Marketing Communication (PR)

In today's digital age, the marketing landscape has transformed rapidly, driven by social media and emerging technologies. We are at an exciting juncture where businesses need to market their products effectively to stay ahead of the competition. As more companies launch new offerings, there is an increasing demand for skilled and well-rounded digital marketers.

To become a successful marketer, you need to understand the fundamentals of marketing in the digital era, build brands that resonate with customers, and achieve business goals through effective strategies.

Telzon Marketing Institute promises to equip you with a perfect blend of business acumen and technical capabilities, developing future-ready, well-rounded digital marketers.

## Program Highlights

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- **Experienced Case Studies & Projects**
  - Solve real-world case studies
  - Work on industry projects and simulations
- **Customized Tracks for Focused Learning**
  - Executive Track: Learn digital marketing basics, campaign execution, and hands-on tools.
  - Management Track: Learn to build, run, and optimize digital marketing campaigns.
- **Comprehensive Digital Marketing Toolbox**
  - Hands-on experience with multiple tools, including SEO, SMM, Analytics, and more.
- **Industry Expert Insights**
  - Learn from renowned academicians and industry professionals.
- **Deferral Policy**
  - One free, no-questions-asked deferral for better flexibility.

## Who Is This Program For?

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This program is ideal for:

1. **Freshers**
2. **Traditional Marketers**
3. **Entrepreneurs**
4. **Brand and Communication Managers**
5. **Sales Professionals**

Whether you want to transition into digital marketing or drive business growth through digital platforms, this program is designed to prepare you for roles across the digital marketing hierarchy.

## Program Curriculum

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The program comprises a 26-week core curriculum, followed by the option to choose one or more 6-week specialization tracks.

### Core Modules (26 weeks)

1. **Fundamentals of Marketing**
2. **Customer Centricity**
3. **Digital Marketing Channels and Metrics**
4. **Web Presence and Blogging**
5. **Search Engine Optimization (SEO)**
6. **Search Engine Marketing (SEM)**
7. **Display Advertising**
8. **Social Media Marketing**
9. **Email Marketing**
10. **Web Analytics**
11. **Integrated Marketing Strategy**
12. **Soft Skills for Marketers**

### Specialization Tracks (6 weeks each)

1. **Branding and Communication**

- Brand Positioning and Equity
- Brand Engagement Strategies
- Integrated Marketing Communications
- International Branding

## 2. Social Media and Content Marketing

- Content Creation Strategies
- Social Media Advertising
- Community Management

## 3. Marketing Analytics

- Predictive Analytics and Modeling
- Data-based Segmentation
- Marketing Data Integration

## 4. Marketing Communications (PR)

- Campaign Planning
- Creative Communications
- Public Relations and Crisis Management

# Industry Projects and Case Studies

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Students will work on various industry projects and case studies, including:

- Star Sports Mauka Mauka Campaign
- Bajaj Auto Project
- Zivame Email Marketing
- Protinex Branding Strategy
- Bewakoof.com Social Media Marketing
- SEO for Rupee Circle
- Netmeds Search Engine Marketing
- Google Ads Search Campaign
- Email Marketing Live Project
- Amazon Associates Content Marketing
- Infidigit SEO Case Study
- Cult.Fit Rebranding Case Study

# Career Impact

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The program offers comprehensive career support services, including:

## 1. Job Placement Assistance

- Opportunity to interview with 300+ hiring partners
- Early access to job vacancies

## 2. Career Counseling

- Personalized career pathing from industry experts
- Goal setting for better employment outcomes

## 3. Resume Feedback

- Expert review and feedback on resumes
- Tips and strategies to improve resumes

## 4. Interview Preparation

- Mock interviews customized to job roles
- Detailed feedback and improvement areas

# Learning Experience

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The program provides a comprehensive learning experience, including:

- Student Support Team (available 24/7)
- Daily Doubt Resolution Sessions
- Industry Mentors and Teaching Assistants
- Q&A Forum with expert-verified responses
- Expert Feedback on assignments and projects
- Continuous Access to Program Content for 3 years

# Program Details

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**Duration:**

- 26 weeks core + 6 weeks per specialization

**Program Fee:**

- Base Program + 1 Specialization: INR 1,09,045 (Incl. Taxes)
- Base Program + 2 Specializations: INR 1,26,745 (Incl. Taxes)

- Base Program + 3 Specializations: INR 1,41,495 (Incl. Taxes)
- Base Program + 4 Specializations: INR 1,56,245 (Incl. Taxes)

**Eligibility:**

- Bachelor's or Equivalent Degree

**Selection Process:**

- Application Submission
- Shortlisting of Candidates
- Offer Letter and Admission Fee Payment

For further details, please contact: