

Diploma Certificate in Digital Marketing – 3 Months

Syllabus Outline

PAPER I – Digital Marketing

■ Module I: Introduction to Digital Marketing

- Understanding Digital Marketing Ecosystem
- Importance & Benefits of Digital Marketing
- Overview of Digital Marketing Channels

■ Module II: SEO (Search Engine Optimization)

- On-Page Optimization
- Off-Page Optimization
- Mobile SEO – Optimizing for Smartphones
- SEO for CMS (Content Management Systems)

■ Module III: Social Media Marketing (SMM)

- Email Marketing
- Inbound Marketing
- Conversion Tracking

■ Module IV: Search Engine Algorithms

- Google Algorithm Updates
- Understanding Ranking Signals
- Best Practices to Stay Compliant

■ Module V: SEM (Search Engine Marketing) & SMS Marketing

- Paid Search Ads (Google Ads)
- Keyword Planning & Bidding Strategies
- SMS Campaign Planning
- Compliance & Targeting in SMS Marketing

Who Should Join

- College students and recent graduates
- Entrepreneurs looking to market their business online
- Freelancers & influencers
- Professionals transitioning into digital careers

Program Highlights

- Industry-Relevant Curriculum focusing on real-world digital marketing skills.

- 100% Practical Approach with platform-based training.
- In-Demand Skills for SEO, SEM, SMM, and Email Marketing.
- Career Ready in 3 Months with job-oriented modules.

Certifications

Diploma Certificate in Digital Marketing (3 Months) — Certified by [Your Institute Name]

Job Opportunities

- Digital Marketing Executive
- SEO Specialist
- Social Media Strategist
- PPC Campaign Manager
- Content Marketing Specialist
- Email Marketing Executive

Join our Certificate in Digital Marketing and gain the confidence to promote brands, grow businesses, and drive results in the digital space. ■ Enroll Today | Next Batch Starting Soon