

# MASTER PROGRAM

on

# Digital Marketing



Certification 6 Months / 90-120 Hours

Industry ready exhaustive program

**Master Course Training Program**

Make Projects & Get Trained

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Run by IITians & Industry Experts

## About EduVitae Services

**EduVitae Services**, run by **IITians & industry experts**, is a renowned provider of education, training, research and development programs, with a large presence. We offer a wide range of specific industry ready courses and training opportunities in the areas of computer science and IT, animation and multimedia, as well as engineering, management and advanced technology. Our programs include workshops, training, internships, corporate training, certificate courses, placement training, research, and development programs, all designed to meet the needs of students, professionals, academic institutions, and industry. Our reputation as one of the best technology training providers, is a testament to our commitment to helping our students and clients acquire the skills and knowledge they need to succeed in their careers and goals.

## Our Clientele/Collaborations

Top private & government academic institutions, college's fests and corporates where directly/indirectly our presence have been felt:

Indian Institute of Technology, Kanpur  
Indian Institute of Technology (Banaras Hindu University), Varanasi  
Indian Institute of Technology (ISM), Dhanbad  
Indian Institute of Technology, Jodhpur  
Indian Institute of Technology, Bhubaneswar  
Blithchron, Indian Institute of Technology, Gandhinagar  
Indian Institute of Technology, Guwahati  
Indian Institute of Technology, Patna  
Indian Institute of Management (IIM), Lucknow  
Indian Institute of Management (IIM), Indore  
National Institute of Technology, Surat  
National Institute of Technology, Bhopal  
National Institute of Technology, Warangal  
National Institute of Technology, Trichy  
Chandigarh University  
DIC, Department of Applied Arts (Visual Arts), Banaras Hindu University, Varanasi  
Madan Mohan Malaviya University of Technology, MMMUT Gorakhpur  
Maharaja Agrasen Institute of Technology, Delhi  
Thapar Institute of Engineering & Technology, Punjab  
Assam Engineering College, Assam  
Jaypee University of Engineering & Technology  
Shillong College, Meghalaya  
SRCC, Delhi University  
Kendriya Vidyalaya, India  
DAV School, India  
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### Industry/Corporate/Startups/Government

MapsCrew  
Rabbixel  
CreativeHatti

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Accenture  
Capgemini  
F1 Digitals  
TIH IIT Roorkee, DST, Govt. of India

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and many more tech & non-tech colleges/universities/institutes/schools & organizations/startups/companies across India and globe.

## Achievements & Milestones

- ✓ Our alumni / students are working in top notch company of India & MNCs **VMware, Infosys, Cognizant, CGI, Fidelity, Razorpay, EXL, CARS24, Tata Steel, NVIDIA, MyKaarma, Oyo Rooms, Samsung, Walmart Labs, L&T, JIO, Citibank, TCS, Accolite, BNY Mellon**, and many more.
- ✓ Conducted a number of workshop/training/internship programs in many colleges/universities/schools like **IITs, IIMs, NITs, IISc** & other prestigious institutions of India & with the corporates too.
- ✓ Trained many college/university/school students, some of them have created a milestone for **EduVitae Services** by meeting with **Shri Narendra Damodardas Modi** (Prime Minister of India) related to some **robotics projects**.
- ✓ Collaborating with Industries / Corporates / Startups to provide them hiring services (helping them to hire fresh trained talent with us).
- ✓ Signed MOUs / worked with top notch colleges / universities / schools / organizations like **Techkriti IIT Kanpur, Technex IIT (BHU) Varanasi, Wissensaire IIT Bhubaneswar, Techniche IIT Guwahati, Concetto IIT (ISM) Dhanbad, Pravega IISc Bangalore, IGNUS IIT Jodhpur, Ranbhoomi IIM Indore, IIM Lucknow, MMMUT GKP, NIT Surat, NIT Bhopal, NIT Warangal, NIT Trichy, Chandigarh University, Thapar University, SRCC DU, KMC DU, TIH IIT Roorkee DST Govt. of India** and many other academic institutions for professional / industry ready & learning skills training / workshop / internship programs.

## Prerequisites

No prior experience is needed to enroll in this course. It's designed for everyone, regardless of your background. If you're looking to kick-start your career in digital marketing, this program is perfect for you. It's beneficial for graduates/students/professionals from any field, offering you an early advantage in this thriving industry! Join us and seize the opportunities in the booming world of digital marketing.

## What is required before joining this training program?

Here's the checklist

1. A laptop with Microsoft Windows (7 or later) configuration along with smartphone as per need/requirement.
2. Laptop Charger/Adapter for charging purpose.
3. USB Mouse for designing purpose (if required).
4. Internet Connectivity (Typically to be able to do video call / conferencing).
5. Notepad & Pen/Pencil for important notes.
6. Most important your interest and seriousness of learning.

## Training Deliverables & Takeaways

Every participant will get

- ✓ Industry Ready Curriculum

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- ✓ Certification Program
- ✓ Projects/Practical Based Learning
- ✓ Career Guidance
- ✓ Interactive & Doubt Session (online)
- ✓ Internship/Placement Assistance

## Course & Content

All of the sessions will be theoretical & practical oriented, so it will be really great if participant(s) can look on the syllabus which we are going to cover during master program training days.

## Digital Marketing

### Module 1: Introduction to Digital Marketing (4-6 hours)

- What is Digital Marketing?
- The Importance of Digital Marketing
- Digital Marketing Channels and Their Significance
- Setting Career Goals in Digital Marketing

**Assignment:** Define Your Digital Marketing Career Path

### Module 2: Website Fundamentals (8-10 hours)

- Website Development Basics
- User Experience (UX) and User Interface (UI)
- Content Strategy and Creation
- Website Optimization for SEO

**Assignment:** Create a Basic Website

### Module 3: Search Engine Optimization (SEO) (12-15 hours)

- Understanding Search Engines
- On-Page SEO Techniques
- Off-Page SEO Strategies
- Technical SEO and Website Audits

**Assignment:** SEO Audit of a Real Website

### Module 4: Pay-Per-Click Advertising (PPC) (12-15 hours)

- Introduction to PPC Advertising
- Keyword Research and Campaign Setup
- Ad Copywriting and Design
- Budgeting and Bidding Strategies

**Assignment:** Create a Google Ads Campaign

### Module 5: Social Media Marketing (12-15 hours)

- Social Media Platforms and Strategies
- Content Planning and Creation for Social Media
- Social Media Advertising (Facebook, Instagram, LinkedIn, Twitter)

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- Social Media Analytics and Reporting

**Assignment:** Develop a Social Media Marketing Plan

**Module 6: Email Marketing and Marketing Automation (8-10 hours)**

- Email Marketing Fundamentals
- Building and Segmenting Email Lists
- Email Campaign Creation and Automation
- A/B Testing and Optimization

**Assignment:** Design and Execute an Email Marketing Campaign

**Module 7: Content Marketing and Blogging (8-10 hours)**

- Content Marketing Strategies
- Blogging and Content Creation
- Content Distribution and Promotion
- Measuring Content Marketing Success

**Assignment:** Create and Promote Blog Posts

**Module 8: Analytics and Data-Driven Marketing (8-10 hours)**

- Introduction to Marketing Analytics
- Google Analytics and Data Interpretation
- Conversion Rate Optimization (CRO)
- Data-Driven Decision Making

**Assignment:** Analyze Website Performance Using Analytics

**Module 9: Advanced Topics (8-10 hours)**

- Mobile Marketing
- Video Marketing
- E-commerce Marketing
- Affiliate Marketing

**Assignment:** Choose an Advanced Topic and Create a Campaign

**Module 10: Final Projects and Career Preparation (10-12 hours)**

- Group Projects: Develop Comprehensive Digital Marketing Plans
- Resume Building and Interview Preparation
- Building a Professional Portfolio
- Job Search Strategies and Networking

**Final Assessment:** Present and Defend Digital Marketing Plans

**Disclaimer**

Please make sure that this workshop/training/internship/seminar/webinar/master program will be organized by EduVitae Services, it is to note that if any IIT/IIM/NIT/Organization is EVS partner then they are only responsible for providing certification to attending students/professionals accordingly, marketing, publicity and rest operations, scheduling, payment processing, training, content development etc. will be taken care by EduVitae Services.

All of the matters/disputes related to internship/training/workshop/master program needs to be addressed to EduVitae Services team only. See our terms and conditions on [www.eduvitae.co.in](http://www.eduvitae.co.in) and fees once paid is non-refundable and non-transferrable. Company reserves full right to withdraw any offer/discount anytime without any prior notification, also it's important to understand that center & batches date/time/duration etc. of any program/event can be changed as per requirements in India and across globe.

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