

# PASSIONATE ABOUT ONLINE MARKETING?



*Get career-ready with Digital Marketing Advanced Program.*

- ✓ Hands-on experience on live campaign environment
- ✓ Get industry-valued certification
- ✓ 3 job selection opportunities upon course completion\*

Book your seat at **₹1500**  
Excl. GST

**NIIT** You are bigger than you think.

\* Up to 3 Job selection opportunities, within 120 days from the date of moving into placement bank on successful completion of the program.



# Digital Marketing Advanced Program.

## Program Details

<b>Program Duration<sup>2</sup></b>	18 weeks (4 classes per week), 23 weeks (3 classes per week)
<b>Program Eligibility<sup>3</sup></b>	Final year undergraduate students & Graduates
<b>Program Fee<sup>4</sup></b>	INR 76,700 including GST
<b>Program Curriculum</b>	<p>Digital marketing Fundamentals</p> <p>Email Marketing, and CRM</p> <p>Google Analytics, Campaign Management &amp; Reporting</p> <p>The Google Advertising Ecosystem, Programmatic Media, and CTV</p> <p>Paid Social Media Marketing</p> <p>Mastering Social Media &amp; Influencer Marketing using Meta, LinkedIn, YouTube etc.</p> <p>Navigating the Amazon Ecosystem</p> <p>Capstone Project</p>
<b>Mode of Learning<sup>5</sup></b>	<ul style="list-style-type: none"> <li>• <b>Live</b> Mentor-led Online Classes. Medium of Instruction will be English</li> </ul>
<b>Placement Assistance Eligibility<sup>1</sup></b>	<p>Up to 3 Job selection Opportunities:</p> <ul style="list-style-type: none"> <li>• Age &lt; 28 Years</li> <li>• Completed Graduation</li> </ul>

## Learning Outcomes



Gain proficiency in Digital Marketing essentials, encompassing SEO, content development, and email strategies.



Excel in Social Media Management by skillfully creating and analyzing content to enhance brand presence.



Advance in Social Media Marketing by developing, managing, and optimizing campaigns for brand visibility.



Utilize Search Engine Marketing tactics such as Google Ads and PPC principles to drive targeted traffic.



Optimize campaigns through data analysis to make informed decisions for strategy enhancement.



Utilize Generative AI tools effectively to enhance digital marketing strategies and implementation.

Disclaimer: Program features are subject to change. For latest information refer to our website: [www.niit.com](http://www.niit.com)

<sup>1</sup> Up to 3 Job selection opportunities, within 120 days from the date of moving into placement bank on successful completion of the program.

<sup>2</sup> Total number of classes: 69. The program duration mentioned is an estimate. NIIT reserves the right to alter the program duration at its discretion.

<sup>3</sup> Refer T&C for more details.

<sup>4</sup> Check our website for more payment options.

<sup>5</sup> Infrastructure requirement: Access to Personal Computer of defined configuration and Highspeed internet broadband connectivity.

\* T&C apply.

**TO REGISTER, CONTACT US:**



1800 3000 6448



[www.niit.com](http://www.niit.com)



SCAN TO BOOK NOW