

Module 1 : Basic of marketing and branding

Module 2: Introduction to digital marketing

Module 3: Graphic designing for business

Module 4: Video marketing fundamentals

Module 5: Professional blogging

Module 6: Google analytics fundamentals

Module 7: Social media optimization for business

Module 8: Search engine optimization

Module 9: Online advertising & Google ad wards

Module 10: E-mail marketing for business

Module 11: Website planning & creation

CAMPAIGN SUPPORT MODULES

Module 12: Lead generation & marketing automation

Module 13: Advance web analytics

Module 14: conversion rate optimization

ORGANIC MARKETING MODULES

Module 15: Advance content marketing

Module 16: Growth hacking fundamentals

Module 17: Advance search engine optimization

Module 18: Social media strategy & management

Module 19: Mobile marketing

PAID TRAFFIC OPTIMIZATION MODULE

Module 20: Advanced search advertising

Module 21: Google display network advertising

Module 22: Social media advertising

Module 23: Remarketing & re call ads

Module 24: video marketing

Module 25: online media buying

CAREER ORIENTED MODULES

Module 26: Shopping ads

Module 27: Online money making

Module 28: Selling digital marketing services

Module 29: Ecommerce & marketplace selling

Module 30: Digital Marketing Interview Preparation