

# ADVANCE DIGITAL MARKETING

COMPLETE PROFESSIONAL PROGRAM CURRICULUM

**Program Outcome:** Become job-ready and build real-world digital marketing skills through practical implementation and project-based learning. Dominate the modern digital footprint with metric-driven execution strategy.

## PROGRAM HIGHLIGHTS

- ✓ Live Projects Experience
- ✓ Internship Support
- ✓ Placement Assistance
- ✓ Industry-Oriented Training
- ✓ Hands-on Practical Learning
- ✓ Certification Support

## PROGRAM INVESTMENT

DURATION

**3 Months Complete**

COURSE FEE

**₹ 20,000**

## THE LEARNING JOURNEY ROADMAP

MILESTONE 01  
Marketing Foundations

MILESTONE 02  
Digital Marketing Ecosystem

MILESTONE 03  
Digital Consumer Behavior

MILESTONE 04  
Digital Visibility Strategy

MILESTONE 05  
Online Lead Strategy

MILESTONE 06  
Graphic Design for Business

<p>MILESTONE 07</p> <p><b>Video Making for Business</b></p>	<p>MILESTONE 08</p> <p><b>Introducing You to Social Media</b></p>	<p>MILESTONE 09</p> <p><b>Landing Page Optimization</b></p>
<p>MILESTONE 10</p> <p><b>Remarketing &amp; Rebranding</b></p>	<p>MILESTONE 11</p> <p><b>Introduction to SEO</b></p>	<p>MILESTONE 12</p> <p><b>Web Analytics &amp; Traffic Reporting</b></p>
<p>MILESTONE 13</p> <p><b>Display Advertising</b></p>	<p>MILESTONE 14</p> <p><b>Video Advertising</b></p>	<p>MILESTONE 15</p> <p><b>Online Advertising &amp; Google Ads</b></p>
<p>MILESTONE 16</p> <p><b>E-Mail Marketing</b></p>	<p>MILESTONE 17</p> <p><b>Inbound Marketing</b></p>	<p>MILESTONE 18</p> <p><b>Content Writing &amp; Copywriting</b></p>
<p>MILESTONE 19</p> <p><b>Blogging, AdSense, &amp; Affiliate Marketing</b></p>	<p>MILESTONE 20</p> <p><b>Selling on Amazon &amp; Marketplaces</b></p>	<p>MILESTONE 21</p> <p><b>Earning as a Freelancer / Starting an Agency</b></p>