



# CERTIFICATE COURSE IN DIGITAL MARKETING

## COURSE SYLLABUS

COMPUTER FUNDAMENTALS /  
WINDOWS OS

## COURSE CONTENT

INTRODUCTION TO DIGITAL MARKETING  
PLANNING AND CREATING A WEBSITE  
SEARCH ENGINE OPTIMIZATION (SEO)  
SEARCH ENGINE MARKETING  
SOCIAL MEDIA MARKETING  
CONTENT STRATEGY  
WEB ANALYTICS  
EMAIL MARKETING  
DESIGN ESSENTIAL  
E-COMMERCE  
AFFILIATE MARKETING  
LEAD GENERATION FOR BUSINESS  
GOOGLE ANALYTICS

## Fees

Fees	: 21,000/-
Reg. Fees	: 500/-
Exam Fees	: 500/-
App Fees	: 500/-
Duration	: 2 Months
Documents	: 3 photos, Aadharcard Xerox



9998121433 | 7878196045

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