



**Bright Success**  
ACADEMY



## ADVANCE DIPLOMA 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 : 40,000/-  
Reg. Fees : 500/-  
Exam Fees : 500/-  
App Fees : 500/-  
Duration : 6 Months  
Documents : 3 photos,  
Aadharcard Xerox**



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