



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

 **9998121433 | 7878196045**

 **Bright Success Academy, 3rd Floor ,
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