

Certificate in Social Media Management & Digital Marketing

Kickstart your career with an impressive digital certification

Who is it for

Professionals, students, business owners.
 Graduates or Under Graduates in any discipline / equivalent who are aspiring for a good job.

About the Program

A 3 month course that will build your career to rule the Digital World.
 Digitisation has given a new era to see technology in more refined way.

Duration

- **MODE** : In-class + Online
- **3 months** program (200 hours) with hands-on projects throughout the duration of the program.

* candidates must carry their own devices

Digital marketing is one of the fastest growing fields in the world. Every industry demands a savvy marketer for the ever evolving digital landscape. Working professionals who are not satisfied with their current career or utilise this new ocean of opportunities by opting for the **Certificate in Social Media Management & Digital Marketing**.

What you will learn

 Advanced Digital Marketing	 Search Engine Optimization	 Social Media Marketing	 Google Adwords	 Content Marketing	 Video Marketing
 Email Marketing	 Online Reputation Management	 Web Analytics	 Mobile Marketing	 E Commerce Marketing	 Lead Generation for Business

Certificate in Social Media Management & Digital Marketing (CSMDM)



5 Reasons to choose the CSMDM

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Kolkata
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- 90% of program based on live projects and assignments.
- Industry experts are the faculty.
- Get **Google Certification**, exams will be conducted in our campus
- University Certified Course - **MAKAUT Certification**
- Internship Facility

Fee Information

The total Course Fees for this program is **Rs. 20,000/-**. The fees are broken down into different components, as below:

Admission Fee	: Rs. 3,000/-
Tuition Fees	: Rs. 13,000/-
University Fees	: Rs. 4,000/-

Program Outline

CORE MODULES

Search Engine Optimisation
Search Engine Marketing
(Google Ads, Youtube, Mobile Marketing)
Social Media Marketing
(Facebook, Twitter, LinkedIn, Instagram, Pinterest)
Email Marketing
Inbound Marketing
Google Analytics

MINOR MODULES

Mobile App Marketing
Online Reputation Management
Affiliate Marketing
Content marketing

Become a Digital Professional. Get certified..



Your Career. Your Choice. Be a

- Entrepreneur - Start Your own Business
- Freelancer - Work on individual projects
- Online Earning - Earn from AdSense/Affiliate
- Professional Job - Work for a company

Enhance your Employability Quotient

Find jobs in various positions in the corporate/IT sector. Some of the common job roles include:

- Digital Marketing Manager
- Search Engine Optimiser
- Search Engine Marketer
- Social Media Marketing Expert
- Content Marketing Manager