TALENTEDGE

Live & Interactive Digital Learning

MICA

THE SCHOOL OF IDEAS

Scale new heights in the digital world

PG CERTIFICATE PROGRAM IN DIGITAL MARKETING from MICA

Batch 4

About the Program

This course has been designed with an objective to familiarize participants with key aspects of digital marketing. The participant is expected to gain working knowledge in digital marketing domain and develop an understanding of the framework within online marketing businesses and its operations.

Program Highlights

- Opportunity to earn a PG Certificate from MICA.
- Gain MICA Alumni status on the successful completion of the program.
- Get taught by MICA Faculty & Industry Practitioners.
- End term project based on a real industry case study that takes the students through the complete digital campaign planning process.
- Open house tutorial sessions.
- Insights into common mistakes people make in Digital Marketing for their Business.
- Exposure to latest Digital Marketing Channels and Trends.
- Hand-on practice on Digital Marketing Tools (across various channels) to move rapidly and profitably against Competition.
- Insights into how businesses in different sectors are succeeding using Digital Marketing.
- Learn how to develop and execute a successful Digital Marketing Strategy.
- Gain deeper understanding of the Why, What and How of leveraging various Digital Marketing Channels.
- Fully online program with LIVE interactive lectures that provides a "real" classroom experience in a "virtual" environment.
- In the event that students miss the LIVE lecture, he/she can request "On Demand" access to the recorded session.
- Seamless technology that can transmit lecture videos effectively at home broadband connection of 512 kbps.
- User friendly and easy to use technology interface. No complicated hardware or software installations required.
- Virtual classrooms that allow for active interactions with other fellow students and faculty.
- Convenient weekend schedules.
- Students on our virtual social learning platform are provided access to course presentations, case studies and other learning aids and reference materials as applicable for specified courses.
- Students can raise questions and doubts either real time during the live class or offline through the Cloud Campus.

Program Content

The program will include lectures structured around 7 modules as follows

Module I: Business, Marketing & eMarketing

- What is Digital Marketing?
- Advantages of digital medium over other medium
- Digital medium in today's marketing plan

Module II: Search Marketing

- Basics of Search Marketing - Organic & Paid Search Results
- Overview of Google AdWords
- Keyword Research and Analysis
- Tracking the success of SEM
- Search Engine Optimization Techniques
- On-page & Off-page Optimization

Module III: Display Marketing

- Different Kinds of Display Marketing
- The Display Marketing ecosystem
- Retargeting & Dynamic Retargeting

Module IV: Email Marketing

- The Basics of Email Marketing
- The Concept of A/B Testing & it's use in Email Marketing

Module V: Mobile Marketing

- Different kinds of Mobile Marketing
- The Mobile Marketing ecosystem

Module VI: Social Media Marketing

- Different Social Media Channels
- Social Media for Various Businesses – B2C & B2B
- Measuring Social Media ROI
- Content Marketing - Story telling in social media

Module VII: Web Analytics

- Digital measurement landscape
- Introduction to Google Analytics
- Interpreting the data in Google Analytics

Additional Tutorial classes

- There will be at least 3 additional tutorial classes in between modules throughout the course
- Schedule will be announced along with the course session plan
- Objective is to catch up and take stock of progression of learnings
- Also, learn inter-module dynamics of digital marketing channels

Term End Project

- Project based on industry case study

Optional On-Campus Module (Limited Seats)

- Campaign Strategy & Planning workshop
- End term project case study solution & pres entation by participants
- To be scheduled in the weekend immediately after the last weekend of the course

Who Should Attend

- Working professionals with roles in Sales, Marketing, Business Development, Branding, Advertising, Communications and Digital Marketing who have specific responsibilities to market their products and services worldwide through online medium.
- Professionals in fields like Customer Relations, Product Development, HR, Consultation, PR etc. who have an increasing need to understand and employ social media marketing to increase reach and improve efficiencies.
- Business Heads with responsibility to identify innovative marketing channels and leverage social media for growth and outreach.
- Entrepreneurs and Business Owners who have an ambition to create and establish their business presence globally through online marketing.
- Interns or early professionals who want to enhance their knowledge in online marketing methods and want to know how to engage effectively with social media.

Eligibility

- For Indian Participants - Graduates (10+2+3) from a recognized university (UGC/AICTE/ DEC/AIU/State Government) in any discipline.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.
- For Indian and International Participants – Interns or Working professionals.

Program Details

- Date of Course Commencement: 07 April 2018
- Duration of the Course: 4.5 Months
- Schedule of Classes: 1.5 hours on Saturdays and Sundays from 07.30 p.m. to 09.00 p.m. IST
- Fees: Rs 70,000+ taxes (Indian Residents)
  USD 1600 (International Students)
- 2 day On Campus Fee (for max 30 participants) Indian participants - Rs.12000 + taxes International participants USD 200
- On the payment of program fees of Rs.70,000 + Tax and upon satisfying the requisite attendance and certification criteria, participants will be awarded a PG Certificate in Digital Marketing by MICA

For more details:

Students can Write to us at: **enquiry.dtd@talentedge.in** OR call us at: **+91- 9711637950**
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