KEY FEATURES

- 24×7 Support on exercises.
- **Free Demo classes**
- Case studies
- 4.7/5 rating
- Industry standard tools
- Two decade of experience
- World class course structure
- Expert mentorship on DIGITAL MARKETING career
- 100% Placement Support
- Lifelong membership

COURSES OFFERED

DATA ENGINEERING

- Data Analytics
- Machine Learning
- Business Analytics
- Python

SYSTEM ENGINEERING

- IoT
- Hardware Design
- Embedded System
- VLSI Design

PRODUCT ENGINEERING

- Product Design
- Product Management
- Digital Marketing
- Start your Startup

SOFTWARE ENGINEERING

- AI
- Cloud
- Full Stock
- Develops

Location:

Center for Innovation and Entrepreneurship,

IIIT-H Campus, Gachibowli,

Hyderabad – 500032

Telangana, India

Contact us:

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+91-8106294689

DESIGN NATION
IMPARTING EXCELLENCE

PRODUCT ENGINEERING

DIGITAL MARKETING

ABOUT THE COURSE

Digital marketing is the new age marketing, that involves marketing the products and services using digital technologies on the internet through web applications and mobile Apps and any other digital mediums. The reviews, ratings and online information about the products and services are the best samples of how digital marketing can help you achieve success in this digital age.

Digital Marketing, program is specifically designed with an objective to provide a sound platform and prepare attendees for a successful career in the field of Digital Marketing. The course content, the advanced lab, 1:5 classroom strength allows special focus on individual performance.

SCHOLARSHIP

1. Scholarship will be provided based on online test and technical interview performance.
2. Candidates with score 80% in Engineering and 90% above in online test will be selected.
3. Candidates with good GATE score can avail additional scholarship.T&C Apply

COURSE CURRILCULUM

1. Introduction to Marketing
2. Content Marketing
3. How to Build a Website
4. Search Engine Optimisation
5. Search Engine Marketing
6. Social Media Marketing
7. Facebook Marketing and Advertising
8. Instagram Marketing and Advertising
9. Quora Marketing and Advertising
10. Twitter Marketing and Advertising
11. LinkedIn marketing and Advertising
12. YouTube Marketing and Advertising
13. Display ADs
14. Graphic Design for Marketing
15. Email Marketing
16. Marketing Analytics
17. Affiliate Marketing
18. Mobile Marketing
19. Online Reputation Management (ORM).
20. Marketing Automation

QUALIFICATION

Aggregate 60% marks or above in a Graduate degree (BE/B.Tech. or M.Sc) in Electronics Engineering & Telecommunication/ Electrical engineering/ Computer Science & Engineering/Instrumentation or Master of Computer Applications (MCA). (Students of 4th year engineering are also eligibile).

TRAINERS

Trainer, has decade of experience into Digital marketing and Social Media Marketing, along with a M.B.A. He worked with companies like Ebay, and P&G. He managed teams, which delivered digital marketing services to global clients

INTERNSHIP

Digital Marketing internships are designed for final year electronics / electrical engineering students of B.Tech/M.Tech/Phd (INDIA) and M.S/Phd (USA) and it starts with learning of concepts on Building an website, Social Media Marketing & Advertising, Marketing Automation and control Growth Hacking which will be highly required to start an industry standard project. Doing this internship will make you a hands-on Digital Marketing Expert.