



Certification in **Digital Marketing**

In knowledge partnership with **SPJIMR**

Table of Contents

1. About the Program
2. Partnering with SPJIMR
3. About Intellipaat
4. Are You Future Ready?
5. Key Feature
6. Career Support
7. Eligibility Criteria & the Application Process
8. Course Advisors
9. Program Curriculum
10. Certification
11. Contact Us





About the Program

Learn from the leading faculty and industry experts via live classes, case studies, projects and assignments, and self-paced videos. You will work on real-time industry-based projects that will enhance your learning experience. Digital Marketers are in high demand in various aspects in most organizations, and this program aims to prepare you for exactly the same.

This course will provide academic rigor and research elements, along with real-time industry exposure through case studies and project work. In this program, you will be mentored by Digital Marketing experts, and sessions will be delivered by professors from SPJIMR and industry professionals.

This certification program is a blend of self-paced online videos, live virtual classes, hands-on projects, and lab sessions. As part of this program, you will learn topics like Marketing Fundamentals, Designing Marketing Mix, Preparing the Marketing Communication Plan, and Marketing Analytics, along with gaining in-depth knowledge of several Digital Marketing channels, like SEO, SEM, email marketing, etc.



Partnering with SPJIMR

S.P. Jain Institute of Management and Research (SPJIMR) is one of India's leading business schools. It consistently ranks among the top 10 management institutes in India and has been awarded accreditation by the prestigious AACSB International - The Association to Advance Collegiate Schools of Business.

Leading faculty from SPJIMR and industry experts have designed this course to offer you one of the best Digital Marketing courses that cover real-world case studies and project work to make you a successful Digital Marketer.

Upon the completion of this program, you will:

- Receive a joint certificate from SPJIMR and Intellipaat
- Work on real world case studies
- Executive alumni status from SPJIMR
- Complete a certification program from a reputed institution.
- Have sessions from top professors and industry experts



About Intellipaate

Intellipaate is one of the leading e-learning training providers with more than 600,000 learners across 53+ countries. We are on a mission to democratize education as we believe that everyone has the right to quality education.

Our courses are delivered by subject matter experts from top MNCs and academia. Our world-class pedagogy enables quick learning of difficult topics in no time. Our 24/7 technical support and career services will help learners jump-start their careers in their dream companies.



“We are in a constant endeavor of changing the education culture to be more like an open-source collaborative environment.”

Are You Future Ready?

Millions of consumers each day are coming online, documenting their lives, and leaving virtual footprints everywhere they go.

” By 2020, there is expected to be over 20 lakh jobs in Digital Marketing alone!

If you are looking to start a career that is in demand and future-ready, the answer is clear: It is Digital Marketing!

With Digital Marketing techniques constantly evolving, you deserve to learn the skills from the top industry professionals in India.

That is why we have developed India's first-ever Digital Marketing training program that offers a case-study based learning methodology, so you can gain hands-on experience in Digital Marketing.



Key Features



**83 HRS OF LIVE
INSTRUCTOR CLASSES**



24/7 SUPPORT



10+ APPLICATION PROJECTS



REAL TIME CASE STUDIES



**CERTIFICATION
FROM THE TOP B SCHOOL**



**SESSIONS FROM TOP
PROFESSORS AND INDUSTRY
EXPERTS**



CAREER SERVICES



EXECUTIVE ALUMNI STATUS

Intellipaat Career Services*



DEDICATED LEARNING MANAGER

Get mentored by experts, receive personalized feedback on your performance, and clarify your doubts in no time



PERSONALIZED MENTORING

Intellipaat will match your profile with the right mentor based on your past skills, and your mentor's guidance will help you prepare yourself for your dream job



MOCK INTERVIEWS

Mock interviews will be available to make you prepare for cracking interviews by top employers



GUARANTEED INTERVIEWS & JOB SUPPORT

Get 3 guaranteed interviews from Intellipaat's network of 500+ hiring partners and enhance your chances of getting placed



RESUME PREPARATION

Get assistance in creating a world-class resume from our career services team

*SPJIMR is only responsible for the design and delivery of the modules indicated in the curriculum. All other services are offered by Intellipaat

Eligibility Criteria & the Application Process

Those wishing to enroll in this Certification program in Digital Marketing will be required to follow the admission process mentioned below.

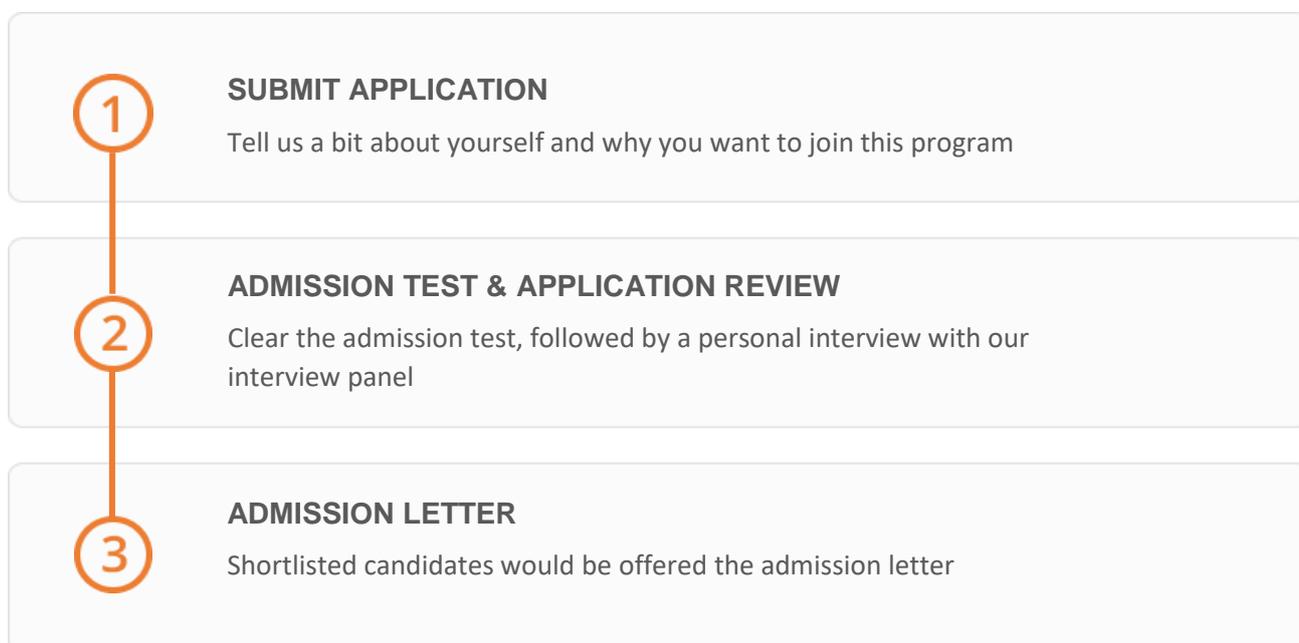
Eligibility Criteria

For getting admission to the Certification program in Digital Marketing, a candidate should:

- Be a graduate or diploma holder, having at least 6 months of experience

Application Process

The application process consists of three simple steps. Candidates have to submit their application. An offer of admission will be made to the selected candidates, and their application will be accepted upon the payment of the admission fee.



Course Advisors



Dr. Ruppal Sharma

Professor in Marketing & Head of Delhi Center

She has a working experience in academics and corporate sectors. She finished her PhD in the field of Brand Management from a reputed institute, BITS Pilani. She did her economics graduation from LSR College, DU, after which she did her MBA from IIFT Delhi.



Dr. Sheila Roy

Associate Professor & Associate Program Head of Fellow Program in Management (FPM)

She is an expert in digital supply chain and e-business. She completed her PGDBM in business management from IIM B and her PhD from IIT, Bombay. Her main areas of research include using transaction or behavioral data for making data-driven decisions.



Umesh Krishna

Director - Marketing & Head of Media Swiggy

Leads a team of insights, brand, performance and media managers, driving central brand marketing affairs & heading Media.



Pinaki Chakraborty

AGM Search, Schneider Electric

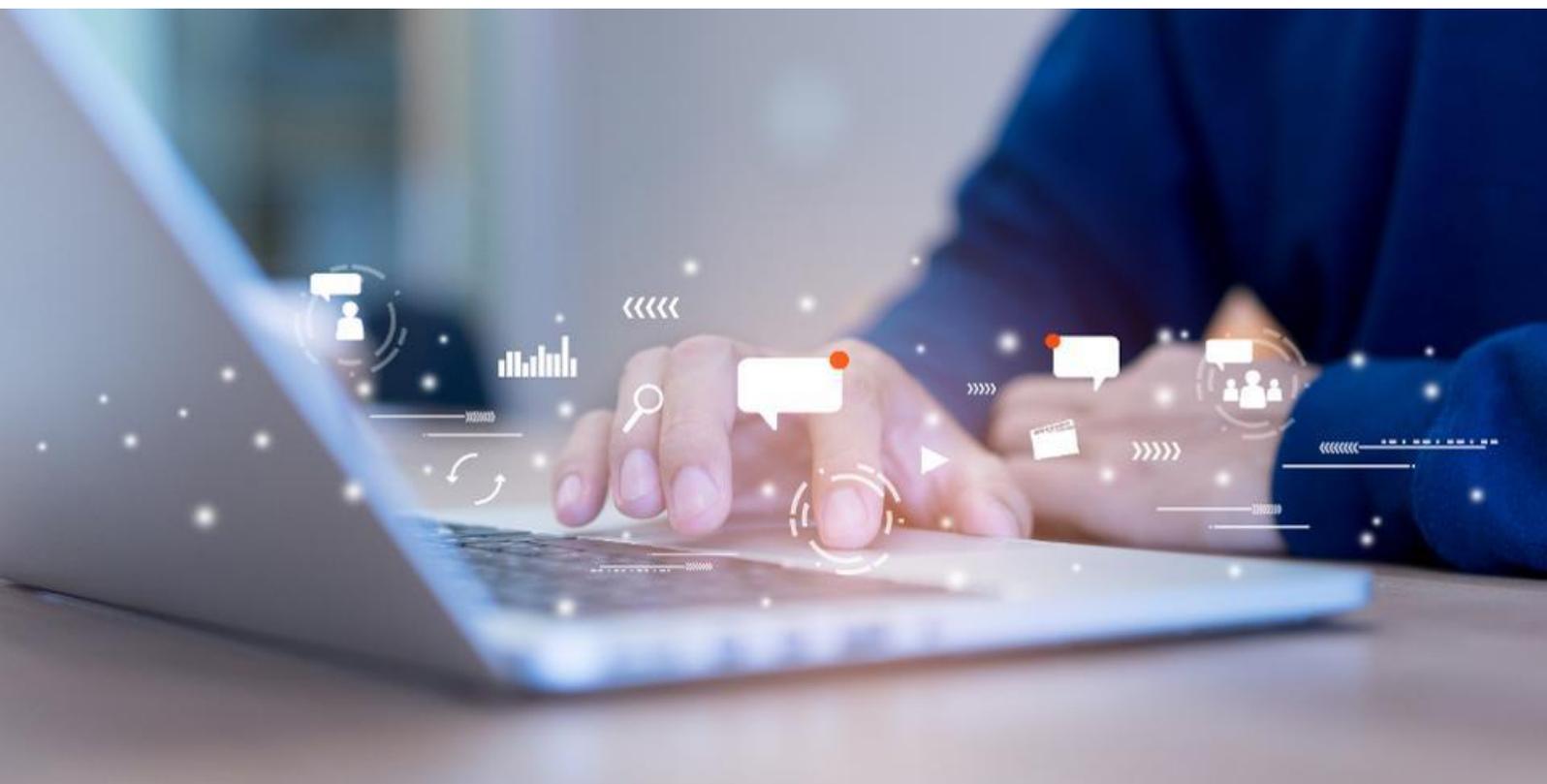
Currently leading a Global Search Experience team at Schneider Electric spanned across 65 countries and responsible for digital transformation and growth. He has worked with top startups like Myntra, etc



Nirav Parmar

Marketing Manager, Paytm

He is an IIMA alumnus with 8+ years of experience in consumer-focused Digital Marketing and Sales. He comes with rich experience in Performance Marketing, Customer Segmentation, Cost-effective Marketing Campaigning, etc.



Program Curriculum

Following modules will be taught by SPJIMR faculty

Marketing Fundamentals

- Understanding Consumer Behavior
- What influences decision making and motivation to purchase?
- How does segmentation and positioning impact strategy?
- What can be the basis of market segmentation?
- How are target segments selected?
- How is positioning decided?

Designing the Marketing Mix

- How can value be created through a product/service?
- Differentiating factors of services marketing
- Pricing strategies
- Managing the distribution with focus on digital channels
- Developing the communication strategy
- Leveraging digital media for marketing communication
- Creative selection and media choices
- Designing online advertising, customer engagement and PR campaigns

Preparing the Marketing Communication Plan

- Linking Marketing Strategy to communication objectives
- Preparing an Integrated Communication Plan
- Selection of key messaging, communication tools and channels
- Application of learning through projects

Marketing Analytics

- Measuring the impact of marketing communications through Marketing Metrics
- Descriptive analytics and visualizations
- Predictive analytics
- Campaign analytics for mass customization

Following modules will be taught by industry experts

Setting up a Website for Digital Promotion

- Creating a WordPress blog and writing content about your product that you want to promote
- Creating Google Analytics and Google Webmaster accounts
- How to use Google Tag Manager?
- Adding conversion pixels for tracking traffic
- Promoting on multiple sites
- Latest Digital Marketing trends

Search Engine Optimization

- How do Search Engines work?
- Understanding on-page and off-page SEO in detail
- Keyword research
- Technical SEO
- Mobile SEO
- Schema markups
- Link building: Blogger outreach and other techniques
- Social SEO
- Local SEO
- International SEO
- SEO audits
- SEO tools: SEMrush, Ahrefs, etc.
- Algorithm updates
- How to rank #1 on Google?

Social Media Optimization

- What is Social Media Optimization?
 - Why Social Media Marketing?
 - Different social media platforms: Quora, Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.
 - Promotion of content/product on these platforms
 - Managing and driving engagement
 - Guidelines and best practices
 - Social media platforms: Case studies
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Video Marketing

- Why Video Marketing?
 - How to rank YouTube videos at #1 position?
 - Different video platforms: YouTube, etc.
 - Video Marketing for B2C businesses
 - Video Marketing for B2B businesses
 - Live streaming and video uploads
 - Generating leads from videos
 - Optimizing videos for ranking
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Social Paid Marketing

Google Ads

- What is Search Engine Marketing?
- Overview of different Paid Marketing platforms: Google Ads, FB, and Instagram Ads
- Keyword research for Google Ads
- Bidding
- Search and search network campaigns
- Google display campaigns
- Conversion tracking
- Remarketing
- Mobile ad campaigns
- A/B testing
- Scheduling ads
- Media planning
- Reporting and management
- Google Ads account audit
- What is programmatic buying?
- Programmatic vs traditional media buying
- Targeting strategies in programmatic buying

Facebook and Instagram Ads

- Understanding Facebook Marketing
- Facebook Ads Manager
- Business Manager
- Facebook ad campaign types and objectives
- Audience targeting
- Ad formats
- Budgeting and scheduling
- Facebook campaign types
- How to add Facebook Pixel to a website?
- Reach and frequency buying

LinkedIn Ads

- Introduction to LinkedIn advertising
- Different types of campaigns
- How to find the right audience?
- Account-based marketing

Email Marketing

- What is email marketing?
- Its objectives
- Tips and tricks
- Domain reputation and SPF
- Different email providers: Mailchimp, etc.
- Campaign creation: HTML and built-in editors
- A/B testing
- Source tracking, list management, etc.

Landing Pages

- Technical understanding of pages
- Conversion optimizations
- Understanding user behavior and taking actions accordingly
- Lead capturing on the pages
- A/B testing of the pages

Affiliate Marketing

- What is affiliate marketing?
 - Its benefits
 - Different platforms
 - Affiliate tracking on a website
 - How to handle affiliates?
 - Handling fraud transactions
 - Tips and tricks
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Content Marketing and Influencer marketing

- What is Content Marketing?
 - Its objectives
 - Different types of Content Marketing
 - Writing blogs and content and promoting on different platforms
 - Creating engaging videos and promoting them
 - What is Influencer Marketing?
 - How to reach out to influencers and engage them?
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Marketing Analytics, Strategy, and the ROI Measurement

- Understanding Google Analytics and Visitors traffic matrices
- Understanding visitor behavior using multiple metrics
- Slicing and dicing data
- Understanding the growth patterns
- How to build marketing strategy by seeing traffic patterns?
- Channel performance
- Setting goals
- Creating reports and dashboards
- Measuring ROI as an integrated approach and strategy creation

Certification

After the completion of the course, students will get a combined certificate from SPJIMR and IntelliPaat.



Contact Us

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If you have any further queries or just want to have a conversation with us, then do call us.

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