



# Digital Mogal

Learn & Earn

## Post Graduate Program in Digital Marketing

Duration : 4 Months- Online Training





## Welcome to the Course!

In this course, you'll gain hands-on experience and in-depth knowledge in various aspects of digital marketing. Here's an overview of the key areas we'll cover:

- Social Media Marketing
- Campaign Management
- SEO & SEM
- Email Marketing
- WhatsApp Automation
- Content Strategy
- Canva Graphic Designing

We're excited to help you master these essential digital marketing skills!

**Batch  
Schedule  
Thurs-Fri**

**Time: 8 PM**



# PROGRAMME OBJECTIVES

- Learn the dynamics and latest trends in digital marketing.
- Develop a comprehensive digital marketing strategy and its application.
- Gain practical experience in using new media such as mobile, search, and social networking.
- Acquire measurement techniques used in evaluating digital marketing efforts.
- Understand the ethical and legislative impact on digital marketing.



# Who Should Attend

The program is specially designed for:

- Professionals targeting the digital market or planning to reach the global market.
- Young professionals with specific roles in sales, marketing, branding, advertising, communications, and digital marketing.
- Senior professionals in key decision-making roles within organizations.
- Entrepreneurs driving their own businesses.
- Graduates and aspirants who wish to pursue careers in digital marketing.



DIGITAL  
MARKETING

# Digital Marketing Program Curriculum

## **Module 1: Introduction to Marketing Fundamentals**

- Understanding the Basics of Marketing
- Exploring Various Digital Marketing Channels

## **Module 2: Customer Centricity in Digital Marketing**

- Importance of Customer-Centric Approach
- Analyzing Customer Behavior in the Buying Process

## **Module 3: Digital Marketing Channels and Metrics**

- Identifying and Utilizing Digital Marketing Channels
- Analyzing Key Metrics Across the Customer Journey

## **Module 4: Web Presence Development**

- Visual Elements of Website Design
- Optimizing Landing Pages for Conversion

## **Module 5: Blog Creation and Management**

- Domain Name Selection and Hosting
- Blogging Tools and Platforms

## **Module 6: Search Engine Optimization (SEO)**

- Understanding Google's Search Algorithm
- Implementing SEO Tools and Techniques

## **Module 7: Search Engine Marketing (SEM)**

- SEM Objectives and Campaign Elements
- Auction Dynamics in SEM

## **Module 8: Display Advertising and Programmatic Buying**

- Google Display Network Strategies
- Programmatic Ad Buying Principles

## **Module 9: Social Media Marketing Strategy**

- Creating and Managing Social Media Profiles
- Social Media Reporting and Analysis
- Social Media Campaigns & Optimisation

## **Module 10: Email Marketing Automation**

- Email Marketing Essentials and Types
- Implementing Automated Email Campaigns

## **Module 11: Content Marketing Strategies**

- Content Creation and Distribution Planning
- Content Calendar Management

## **Module 12: Web Analytics and Reporting**

- Traditional vs. Digital Marketing Analytics
- Data Extraction and Analysis Using Google Analytics

## **Module 13: Building a Robust Marketing Strategy**

- Integrated Marketing Planning
- Channel Mix Optimization and Content Strategy
- **Client Acquisition for Digital Agency**

# STUDENT REVIEWS

I am happier with my decision to enroll in this digital marketing course. The curriculum covers everything from SEO to social media marketing in a comprehensive way. The hands-on projects were particularly valuable in solidifying my understanding of the material.

**Akash Sharma, Mumbai**

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As someone new to the field of digital marketing, I found this course to be incredibly informative and practical. The instructors were patient and supportive, and the interactive nature of the course kept me engaged throughout. I definitely recommend it to anyone looking to break into the industry.

**Meghna Shinde , Delhi**

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# STUDENT REVIEWS

I highly recommend this digital marketing course to anyone looking to advance their career in marketing. The instructors are experts in the field and provide valuable insights that you won't find in textbooks. Plus, the course is flexible enough to accommodate busy schedules, which was a huge plus for me

**Sumedha Bhargava, Patna**

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This course was a game-changer for me. Not only did it teach me the fundamentals of digital marketing, but it also gave me the skills and confidence to pursue freelancing opportunities on the side. I'm already seeing results from applying what I've learned, and I couldn't be happier with my decision to enroll.

**Sushant Mehta**

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# Faculty

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## **Shehnaz Alvi Shaikh**

**Founder Of Castonica Digital**

Industry Expert

8 Years of Experience in

Corporates- Capgemini, Great

Learning Jaro Education



# **Job and Interview Support**

- The digital marketing course provided extensive job and interview support beyond just the curriculum.
- The support team offered various resources, including resume workshops and mock interviews.
- The guidance was personalized, tailored to individual needs and career goals.
- With the support network behind me, I felt confident and well-prepared for interviews.
- The assistance ultimately helped me secure a position at a top marketing agency.



## Program Fees and Payment Options

**TOTAL PROGRAM FEE: ₹45,000**

**PAYMENT INSTALLMENTS:**

**FIRST INSTALLMENT: ₹25,000**

**SECOND INSTALLMENT: ₹20,000**

**ADDITIONAL BENEFIT:**

**100% PLACEMENT ASSISTANCE**



## **CONTACT US**

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**WWW.DIGITALMOGAL.COM**

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