

CPDM | CERTIFICATION PROGRAM IN
DIGITAL MARKETING

Learn Digital Marketing
from the Leaders

Training + Certification + Internship + Placement

Hands-on Practical Experience

Global Certifications

100% Placement Assurance

“The alchemy of
“Art and Expression”
where transformation happens.”



COURSE CONTENT

Introduction to Digital Marketing

Digital Marketing Mix & Strategy

Introduction to Website Creation & Management

Content Creation, Strategy & Management

Blogging

Search Engine Optimization (SEO)

Social Media Management (SMM)

Search Engine Marketing (SEM – Google AdWords)

Digital Advertising (Facebook, Instagram, LinkedIn, YouTube & Quora*)

Influencer Marketing and Management (IMM - Digital PR)

Affiliate Marketing

Marketing Automation

Web Analytics

WEEKDAY BATCH (Mon - Fri)

Morning Batch 10.30 AM - 01.30 PM

Evening Batch 06.00 PM - 09.00 PM

WEEKEND BATCH (Sat & Sun)

Morning Batch 10.30 AM - 01.30 PM

Limited Seats. Register in Advance.

Join from Anywhere

Case Study Pedagogy

Highly Practical Training

For Registrations or Free Demo

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