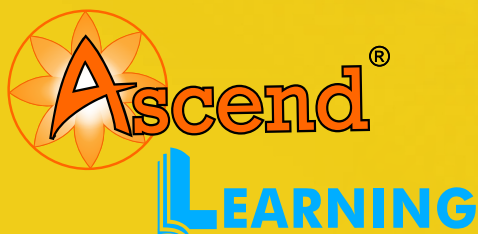


Ascend Adamas Certificate course in Digital Marketing



-  **6 Months Course**
-  **120 Hrs of Classes**
-  **Live, Faculty-led, Online Teaching**



“ AI will unlock the unique potential of each person. It will empower them to contribute more effectively to the society. ”

Mr. Narendra Modi
Prime Minister



“ Nations that invest in technology and innovation will lead the world. Others will follow or fall behind. ”

Narayana Murthy
Co-founder of Infosys

“ Social media is not just about connecting with friends and family; it's about connecting with businesses, brands, and causes that matter to you. We believe that businesses can leverage platforms like Meta Facebook & Instagram to build meaningful relationships with their customers and reach new audiences in ways that were never before possible. ”

Mark Zuckerberg
Co-founder and CEO of Facebook



“ Marketing is too important to be left to the marketing department. ”

David Packard
Co-founder of Hewlett-Packard

“ India is the world's largest IT Talent pool, with new technologies emerging everyday, it is imperative that the existing workforce is reskilled / upskilled. The Indian Youth that would be entering the workforce need to be trained in these future skills. We at Ascend Learning bring for our youth, high quality future - ready courses at affordable prices. ”

Mr. K. Sreenivasa Rao
Managing Director
Awe-Inspiring Products & Services Pvt. Ltd.



About us:

Ascend Learning is an education initiative of Awe-Inspiring Products and Services Pvt Ltd. Ascend Learning offers a bouquet of IT and non IT courses to its students who are looking for high quality education. Ascend Learning partnered with Adamas University and RICE Education to provide students with the best course content, job-oriented skills and by using unmatched teaching infrastructure.



Benefits of learning Digital Marketing

03



Digital Marketing

Roles available to a certified Digital Marketing professional

Individuals who complete a six-month course in Digital Marketing can pursue various job opportunities in the field. While some roles may require additional experience or qualifications, there are entry-level positions suitable for certificate holders. Some job opportunities for individuals are Digital Marketing Assistant/Coordinator, Social Media Coordinator/Manager, Content Marketing Assistant/Associate, SEO Assistant/Analyst, Email Marketing Specialist, PPC/SEM Assistant/Coordinator, Digital Marketing Analyst, Digital Marketing Sales Executive, E-commerce Marketing Assistant/Associate and Marketing Coordinator/Assistant.

Companies hiring Digital Marketing experts

Many companies across industries hire digital marketing experts to help them promote their products or services, build brand awareness, and reach their target audience more effectively. Some of them are: E-commerce Companies, Tech Companies, Digital Agencies, Consumer Goods Companies, Financial Services Companies, Travel and Hospitality Industry like hotels, airlines, travel agencies and tourism, Healthcare and Pharmaceutical Companies, Education Institutions, Startups and small businesses. These type of companies often rely on digital marketing experts to establish their online presence, reach their target audience, and compete effectively in the digital marketplace by promoting their brand value.

These are just a few examples of the types of companies that hire digital marketing experts. With the increasing importance of digital channels in today's business landscape, the demand for skilled digital marketers continues to grow across industries of all sizes.

Uber

NIIT
technologies

Apollo
HOSPITALS
TOUCHING LIVES

trivago®

Unilever

ClubMahindra

airbnb

CapitalOne®



Who should take the course

Digital Marketing course can be beneficial for a wide range of individuals who are interested in learning about digital marketing strategies, tactics, and tools. Overall, anyone interested in learning about digital marketing and how to leverage digital channels to achieve business objectives can benefit from a digital marketing course. Whether you're a student, marketing professional, business owner, freelancer, or career changer, acquiring digital marketing skills can open up new opportunities and help you succeed in today's digital-driven world.

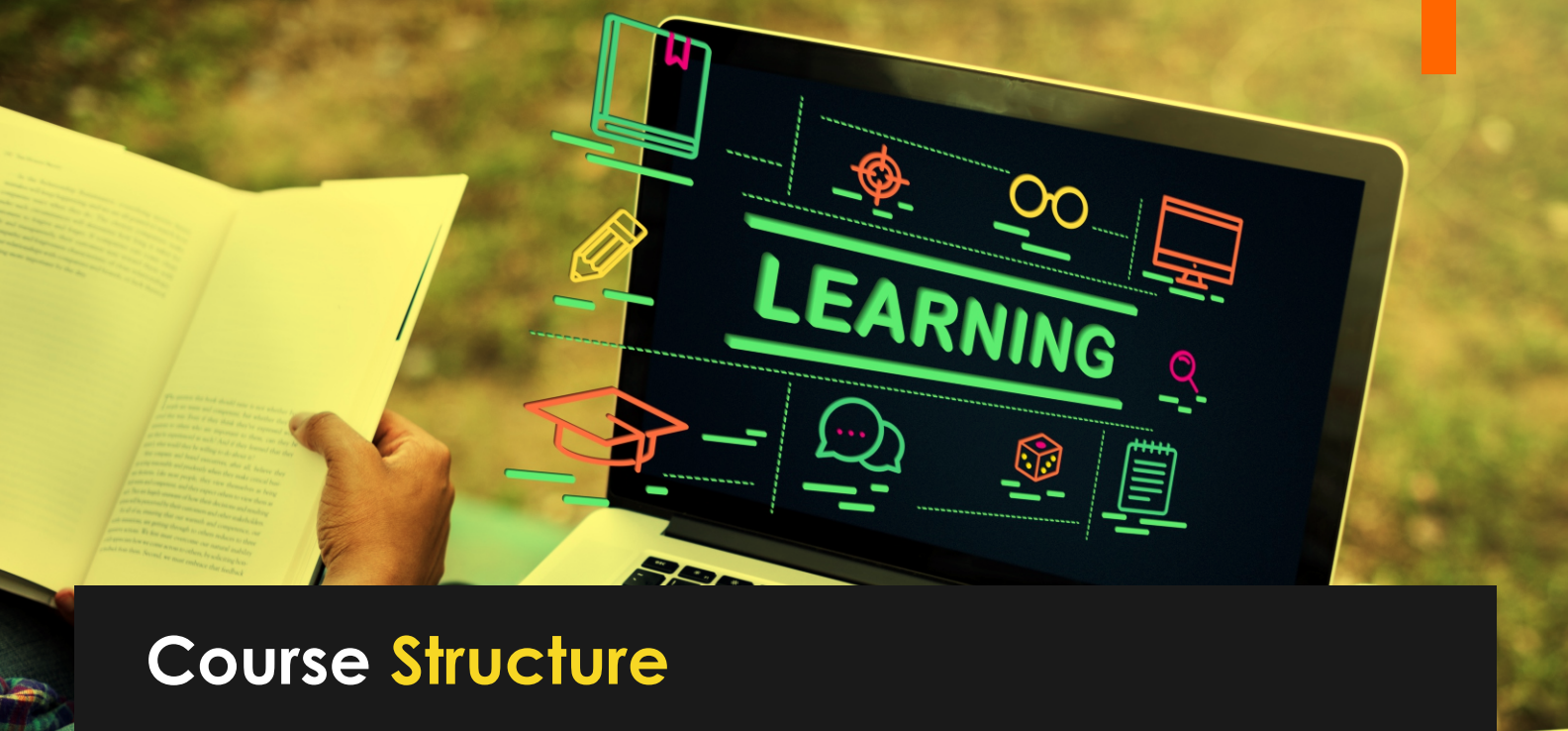
Course requirements

Individuals interested in Marketing and Digital Technologies from any educational or professional background with fundamental understanding of computers, the internet, and basic software applications can enroll.







Why choose Ascend Learning for Digital Marketing Course

The Course is designed by experts from Adamas university and is industry relevant. Digital marketing is about knowing the ins and outs of the market. It is about understanding customer dynamics and their pressure points, which translates into a beautifully designed campaign built to lure in customers and sell them the product. An excellent digital marketer can get inside a customer's head and understand the challenge from their perspective. This course will help you to understand the digital marketing world and be a competent digital marketer.





Course Structure

-  **6 Months Course**
-  **120 Hrs of Classes**
-  **Live faculty-led Online Teaching**
-  **Classes by University Faculty**
-  **Course Materials**
-  **Project Work Included**

“Certificate issued by Adamas University on succesful completion of Online Test after finishing the course

”

Skills you learn

To understand the background of digital marketing world. The course will help to learn different digital marketing techniques in modern business environment. The course will help to design a comprehensive digital marketing strategy





Course Modules

01 Introduction to Digital Marketing

- 🔊 Concept
- 🔊 significance
- 🔊 nature
- 🔊 objectives and scope of digital marketing
- 🔊 applications of digital marketing
- 🔊 stages of digital marketing
- 🔊 impact of digital marketing on society and business
- 🔊 Digital marketing V/s Traditional Marketing

02 Consumer behaviour in digital era

- 🔊 Online customers
- 🔊 E-retailing
- 🔊 E-retail activities
- 🔊 Implications for e-retail marketing strategy
- 🔊 B2B e-context
- 🔊 commercial exchanges
- 🔊 Trading relationship

03 SEO and SEM

- 🔊 Google Ads overview
- 🔊 Introduction
- 🔊 Signup
- 🔊 concept of Display Ad
- 🔊 Video Ad
- 🔊 Shopping Ad
- 🔊 Tools for SEO

04 E Mail Marketing

- 🔊 What is E Mail marketing
- 🔊 Importance of e mail marketing in modern day marketing
- 🔊 working modes of E mail marketing
- 🔊 Tips and tricks to implement E mail marketing Strategy
- 🔊 E mail marketing services

05 Social Media marketing

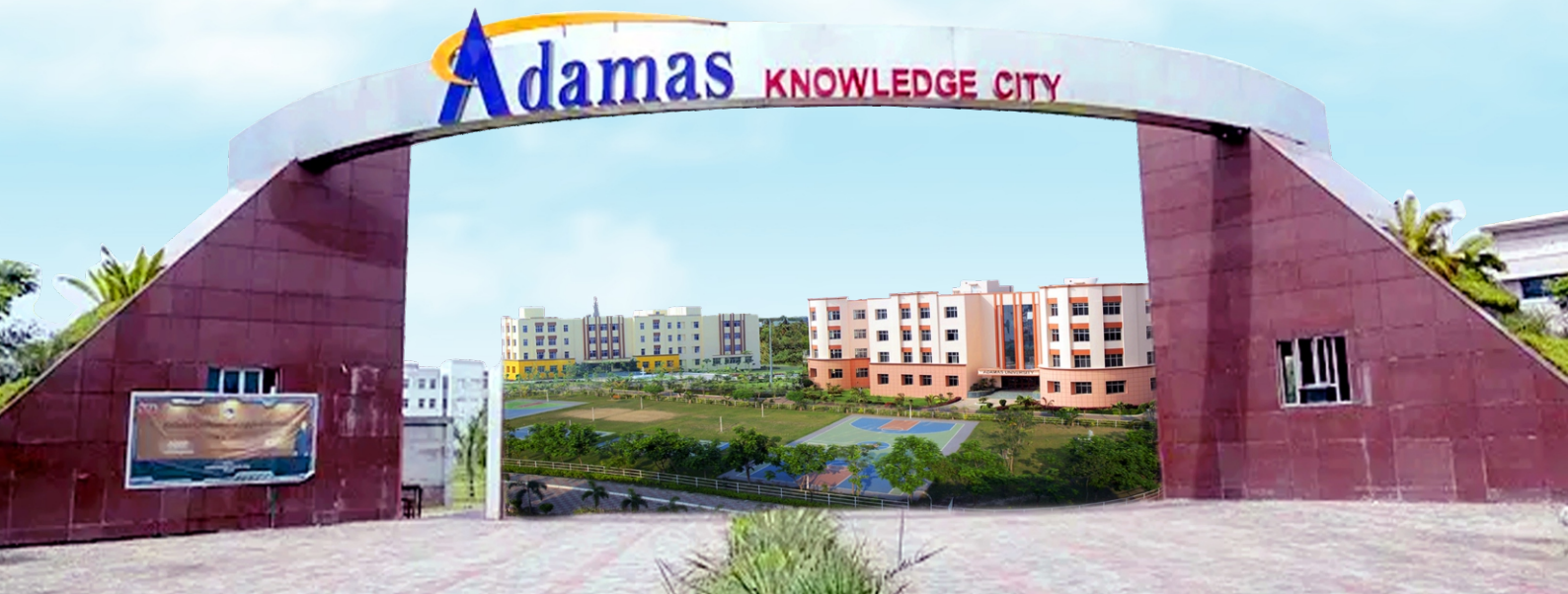
- 🔊 Introduction
- 🔊 Facebook marketing
- 🔊 LinkedIn marketing
- 🔊 Instagram marketing

06 Digital Marketing for Mobile devices

- 🔊 How to optimize website for mobile devices
- 🔊 Use responsive design
- 🔊 separate pages or URLs for mobile
- 🔊 Mobile marketing in local searches
- 🔊 importance of mobile marketing

07 Digital marketing Strategy

- 🔊 Digital marketing strategy
- 🔊 scope
- 🔊 integrated digital marketing
- 🔊 Channel marketing strategy
- 🔊 Internet and Marketing Mix
- 🔊 Strategic Goal setting
- 🔊 Strategy formulation



About Adamas Univ & CLL initiative

Adamas University, with a sprawling green campus extending over 120 acres, nestled in Barasat (13 kms away from the Subash Chandra Bose International Airport Kolkata), and in its 7th year of operation, aspires to impart finest quality education to the young minds of West Bengal, with an already established high quality research facility and a powerful team of teachers. The University has many international initiatives collaborating with the industries and educational institutes to facilitate projects, research and student exchange programs. Currently, in its 7th year, the campus has 5000+ current students and more than 2000 resident students & faculty members. The University has been established with the vision of providing quality education to students to help them become professionally competent as well as academically knowledgeable under the 10 Schools of Studies. Adamas University is established with the aim to provide a solution to all educational needs under one roof. It aims to create an environment for students that will not just arm them with the right kind of knowledge, but also develop them as well-rounded members of society. The university's Centre for Life Long Learning previously known as Centre for Professional Studies (CPS), Career Development Cell (CDC) and its schools have adopted number of capacity development and skill enhancement initiatives to prepare an industry-ready human resources. Ascend Learning partnered with Adamas University and their Center for Lifelong Learning and had developed and launched various short term courses that are affordable to students from Tier 2 and Tier 3 towns.



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