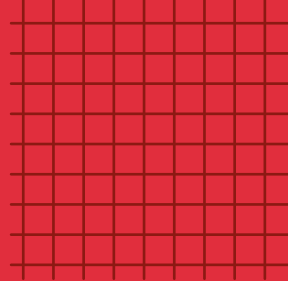


Certification Program in

# DIGITAL MARKETING

**Course duration: 5 months**





## About Us

upGrad campus is a **video learning platform for online education**, with certificate courses specially curated for college goers and young adults. As an affiliate of upGrad, India's largest online higher education company, Campus's goal is to make every graduate job ready, with professional skills and practical know-how for sought-after fields of work.

“Our aim is simple:  
We strive to create  
high-impact, hands-on  
experiences that  
prepare learners for  
meaningful and  
productive careers.”

**Ronnie Screwvala**

Co-founder & Executive  
Chairman, UpGrad



# WHY CHOOSE DIGITAL MARKETING?

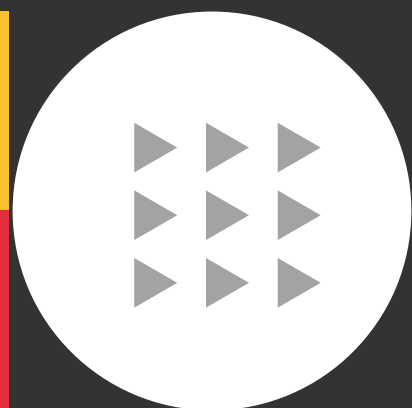
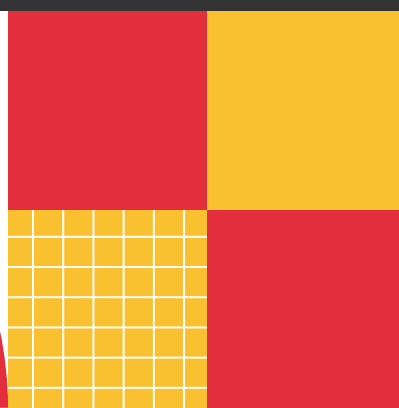
Digital Marketing is a constantly evolving field, and a career in Digital Marketing has great potential for exponential growth. With traditional marketing taking a backseat and 'all-things-digital' being the new normal, brands and consumers meet, engage, and transact online. Digital marketing roles are among the top ten in-demand jobs globally. Undoubtedly, work opportunities in digital marketing are abundant as well as versatile and creative in nature.

Succeeding as a Digital Marketer in the highly competitive world requires great command over the latest digital technologies, tools, and strategies.

## Who should sign up for our certification course?

If you are an analytical thinker and problem solver, fascinated by the latest developments in the digital marketing world, this program is for you.

This learning opportunity is ideal for students from any educational background who want to kick-start their career through hands-on knowledge in Digital Marketing and build a successful career in it.



# Why Become a Digital Marketing Professional?

## Industry growth 2021



The global digital marketing market that was valued at around USD 305 billion in 2020, is further expected to witness an incredible growth, displaying a CAGR of 17.6% to attain USD 807 billion by 2026.

## Umpteen job opportunities



Marketing jobs were in demand more than ever during the pandemic. LinkedIn has reported a 63% growth in marketing jobs in the last 6 months. There are numerous full-time as well as freelance opportunities in diverse niches for those with the right digital marketing skills.

## Most sought after in India



According to Business Insider, India's digital economy is expected to reach the \$1 trillion mark by 2022. An Indian Express report suggests that 85% of marketers are tracking revenues generated through digital marketing.

## High salary



The sky's the limit when it comes to salaries in digital marketing. According to PayScale, the average salary for a Digital Marketing Specialist is approximately \$78614 per annum.

## High-potential niches



Digital marketing comes with multiple areas of speciality. Become an expert in your chosen niche or in a combination of two or three niches to make yourself an indispensable candidate, and open doors to exciting global opportunities.

# Why opt for a certificate course in digital marketing with upGrad Campus?



## Learn from the best industry-recognised experts

Learn Digital marketing from A to Z from subject matter experts who are veterans in the field and are all set to give you smart insights from the inside world of a digital marketer.



## Intensive, application-based curriculum

Along with the essential theory-based concepts, this Digital Marketing certification curriculum focuses on various digital marketing tools and technologies involved in effective campaign design and content creation. The overall outcome-based structure of this program prepares you to confidently analyse and strategise in a real-life corporate scenario.



## World-class instruction and dedicated student support

There will be self-paced recorded sessions, live lectures, mentored learning sessions, discussion forums, Q&A sessions, Capstone project, and much more for you to explore. A strong hand-holding approach with unwavering student support is guaranteed throughout the program.



## Build skills and get job-ready

Learn through case studies that give real insights into the challenges faced by renowned companies in the digital space. There will be live projects to run live marketing campaigns and build a proof of work or a portfolio to exhibit your solid knowledge base.



## All-round development

This program covers all the cardinal components of Digital Marketing right from channels and metrics to crafting an integrated marketing strategy for a business. Moreover, it also demonstrates the best communication practices you need to follow as an efficient digital marketer.



## Access to a pool of job opportunities:

At upGrad Campus, we provide you with a pathway to explore and apply to entry-level roles in Digital Marketing in your chosen niche whether it is SEO Executive, Email Marketing Executive, Web Content Developer, or something else. Our placement assistance team ensures smooth profile building, resume reviews, employability tests, and mock interviews.

# Benefits of the program



## Best mentors

Get an insight into the digital marketing world from some of the best best-in-class faculty and industry leaders.



## Tool knowledge and execution

Learn different digital marketing tools for executing campaigns and creating content – Google Analytics, Google Keyword Planner, Google Search Console etc.



## Holistic understanding of digital marketing

Acquire the right marketing skills, become an industry expert and grow your career. Master skills like SEO, SEM, Social Media and Content Marketing, Branding and Marketing Analytics.



## Build proof of work to make your CV stand out

Develop an appealing portfolio and get assistance for interview preparation with resume building, mock interviews and career guidance. Get a taste of digital marketing with real-life industry projects sponsored by top companies across industries.



## Certificate

Get certified and improve your career opportunities.





# Course structure

## Recorded videos

World-class Lectures on Major concepts, to be delivered on the Platform

## Live Classes

Live sessions handled by Subject Matter Experts

## TA sessions

Timely doubt resolution and hands-on guidance for projects and tools





# Program curriculum

## 01 DIGITAL MARKETING CHANNELS AND METRICS

### Topics covered

- Understanding the Digital Consumer
- Digital Marketing Channels
- Digital Marketing Metrics

## 02 CREATING A BLOG

### Topics covered

- Website creation fundamentals
- Installing and Using Wordpress
- Setting up Analytics

## 03 SEARCH ENGINE OPTIMISATION

### Topics covered

- SEO Basics
- Keywords and SEO Strategy
- SEO Strategy
- Measuring SEO Efforts
- Create an SEO Audit report and strategy to optimise upGrad's website

## 04 SEARCH ENGINE MARKETING – SEM

### Topics covered

- Introduction to SEM
- Creating SEM campaigns
- SEM Reports and Optimisation
- Create an Search Ad Campaign
- Google Certification

## 05 PROGRAMMATIC AD BUYING AND DISPLAY MARKETING

### Topics covered

- Basics of Display Advertising
- Ad Network and Affiliate Marketing
- Ad Exchange & Programmatic Ad Buying
- Create an Display Ad Campaign

## 06 SOFT SKILLS FOR A DIGITAL MARKETER

### Topics covered

- Communication in Business
- Non Verbal Communication
- Oral Communication
- Effective Business Writing





## 07 CONTENT MARKETING

### Topics covered

- Introduction to Content Marketing and Strategy Building
- Content Creation
- Content Calendar
- Measuring content marketing: metrics
- Build an end to end content strategy for a brand

## 08 SOCIAL MEDIA MARKETING

### Topics covered

- Establish Brand's Social Media Presence
- Create and Implement Social Media Plan
- Amplify Social Media Content
- Analyse and Optimise Performance
- Facebook Ads and Blueprint – Certification

## 09 EMAIL MARKETING

### Topics covered

- Introduction to Email marketing
- Email campaign creation
- Email copywriting and Design
- Measuring and Optimising the email campaign
- Build an end to end Drip email campaign for a brand

## 10 WEB ANALYTICS

### Topics covered

- Introduction to Web Analytics
- Google Analytics
- App Analytics

## 11 INTEGRATED MARKETING STRATEGY

### Topics covered

- Integrated Marketing Framework
- Implementing an Integrated Marketing Strategy
- Measuring the Effectiveness of an Integrated Marketing Strategy

## 12 PROJECTS

### Topics covered

- Blog creation project
- SEO Live project
- SEM Live project
- Display advertising project
- Email Marketing live project.
- Social Media Marketing live project
- Web Analytics live project

# Placement and career support



## Help polish your CV

How you introduce yourself to the industry will help you in your path. So, an impressive resume is a way to go. With constructive feedback from industry experts, we will make sure your CV stands out.



## Make you job-ready

Mock interviews with industry experts will prepare you for employers in the real world.



## Soft skill training

We will train you for group discussions and help you work on your presentation skills.



## Get access to upGrad's exclusive job portal

Here you can increase your chances of landing an interview with a prospective employer by threefold.



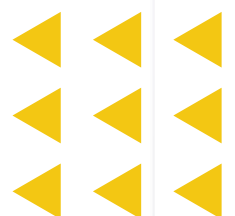
## Help you know what's best for you

Our experts will help you identify the best-suited career opportunities for you.



## Job offers

You can secure a job after 3-6 months of enrollment with us through our hassle-free process.





## Program details

**Program starting date:** Please refer to the website for program start dates

**Duration:** 5 months

**Fee structure:** ₹18,000/-

**Program structure:** 150+ Learning hours  
Live Sessions every weekend





# Start upskilling today

For admissions contact  
+91 8147354051  
[admissions.campus@upgrad.com](mailto:admissions.campus@upgrad.com)

**upGrad**  
**Campus** 