Digital EliteEpoch: Mastering Digital Marketing Complexity and Excellence
Post Graduate Professional Training Program in Digital Marketing
Duration: 2 Years | Fee: 3,16,000/-

Welcome to the "Digital EliteEpoch: Mastering Digital Complexity and Excellence" program, your gateway to becoming a digital marketing expert. We are inspired to introduce our comprehensive and highly professional training program on Digital Marketing, designed to empower students with the skills and knowledge needed for a successful career in the inspiring world of digital marketing. Our Post Graduate Professional Training Program aims to create future Digital Marketing Managers, Digital Marketing Consultants and self-employed entrepreneurs and enable them to have their own digital marketing agencies.

Throughout this two years program, students will develop their own digital assets, such as content marketing websites, affiliate marketing websites, drop shipping sites, and e-commerce websites, which have the potential to generate regular income when diligently developed and nurtured. At the end of each year, students will be honoured with awards and professional certifications during a world-class citation ceremony, recognizing their dedication and achievements throughout the program.

Join us in this transformative journey, where you will gain expertise in the exciting field of digital marketing, opening doors to a powerful and rewarding career track as a digital marketing professional or entrepreneur. Embrace the future of marketing and start building your path to success today!

Program Purpose

The purpose of this comprehensive and highly professional training program on Digital Marketing is to equip students with the necessary skills and knowledge to excel in the dynamic and inspiring world of digital marketing. Through this program, our aim is to create a new generation of Digital Marketing Managers, Digital Marketing Consultants, and self-employed entrepreneurs who can establish and run successful digital marketing agencies.

Over the course of two years, divided into eight quarters, the program aims to provide a structured and practical learning experience. From laying a strong foundation in website development, visual design, and content writing, to exploring advanced techniques in SEO, organic traffic generation, and leveraging Google's digital marketing technologies, students will gain a comprehensive understanding of the diverse facets of digital marketing. In addition to mastering digital marketing strategies using major platforms like Facebook, Instagram, Facebook Messenger, and WhatsApp, students will also have hands-on experience in creating and managing their e-commerce websites, applying automation to enhance efficiency, and implementing CRM in real business scenarios to foster better customer relationships.

Training Program Objectives:

- **Mastering Digital Marketing Fundamentals:** To provide students with a strong foundation in digital marketing principles, concepts, and terminology, enabling them to understand the core components of the digital marketing ecosystem.
- **Website Development and Content Creation Skills:** To equip students with the knowledge and practical skills necessary to develop and manage websites, create engaging content, and effectively communicate brand messages.
- **Search Engine Optimization (SEO) Proficiency:** To enable students to implement effective SEO strategies, optimizing website visibility, and driving organic traffic to di-

gital assets.

- **Leveraging Google Technologies:** To familiarize students with Google's suite of digital marketing tools and platforms, empowering them to harness these technologies for successful marketing campaigns.
- **Mastery of Social Media Marketing:** To develop expertise in using major social media platforms like Facebook, Instagram, Facebook Messenger, and WhatsApp for targeted and impactful digital marketing efforts.
- **E-commerce Website Management:** To provide students with the skills to run e-commerce websites, enabling them to tap into the booming online marketplace.
- **Automation for Efficiency:** To teach students how to implement automation techniques in digital marketing, streamlining processes and enhancing productivity.
- **Customer Relationship Management (CRM) Strategies:** To enable students to implement effective CRM practices, fostering better customer relationships and maximizing customer retention.
- **Digital Transformation Readiness:** To prepare students for the ever changing digital marketing landscape, equipping them to embrace emerging trends and technologies.
- **Entrepreneurial Skills and Agency Development:** To nurture students' entrepreneurial spirit, empowering them to start and grow their own digital marketing agencies.
- **Digital Asset Creation and Monetization:** To guide students in creating and nurturing their digital assets like content marketing websites, affiliate marketing websites, drop shipping sites, and e-commerce platforms, with the potential for regular income generation.
- **Professional Certifications and Recognition:** To provide students with industry-recognized certifications and awards, validating their expertise and achievements in the field of digital marketing.
- **Real world Application and Practical Experience:** To offer hands on training, projects, and case studies, ensuring that students gain practical experience and can apply their learning to real world scenarios.
- **Ethical and Responsible Digital Marketing:** To emphasize ethical practices and social responsibility in digital marketing, promoting transparency, trust, and credibility.
- **Career Advancement and Employability:** To enhance students' employability and career prospects in the digital marketing industry by fostering a strong skill set and a deep understanding of industry best practices.

Program Structure

By structuring the program into eight quarters, each with specific focuses on different tools, techniques, and technologies vital for digital marketing, participants gain a multifaceted skill set. This approach fosters strategic skill development and a holistic understanding of digital marketing, ensuring learners is adept at navigating industry trends and applying their knowledge in real-world scenarios. Gradual skill progression, coupled with industry-relevant capstone projects and networking opportunities, prepares participants for diverse career paths, from digital marketing strategists to social media managers, equipped with both technical expertise and a strategic mindset. Following are eight quarters to fulfill the program objective:

1. DigitalGenesis: Building Blocks of Digital Brilliance

This quarter focuses on laying a strong foundation with essential elements of digital expertise, covering topics such as website design, SEO, and social media marketing. Lay the cornerstone of your digital marketing journey by mastering website design, visual aesthetics, and compelling content creation. Build a strong foundation for captivating online presence optimized for search engines.

2. OrganicOasis: SEO Summit for Unlocking Digital Visibility

In this quarter, we explore into the sophisticated world of search engine optimization (SEO) with the intention of helping you unlock greater digital visibility for your brand or business. Dive deep into the realm of SEO technologies such as Google Search Console and SEMrush to unlock the poten-

tial of organic traffic. Harness the power of strategic optimization to propel your websites to the forefront of search engine results.

3. GoogleGrowth: Google Arsenal of Marketing Campaigns

Explores Google's ecosystem of marketing tools and platforms, including Google Ads and Google Analytics, to drive growth and success in digital marketing campaigns. Embark on a journey through Google's vast ecosystem as you learn to construct marketing funnels, harness the potency of Google Ads, and decipher the intricacies of data analytics with Google Analytics. Prepare to conquer the digital realm with precision and insight.

4. Social MetaVerse: Social Presence and Connecting Digital Communities

This quarter focuses on fostering and nurturing meaningful relationships with clients and partners through social media marketing and community engagement. Enter the dynamic world of social media marketing with a focus on Facebook's platform. Acquire the skills and knowledge to leverage Facebook's marketing tools effectively and cultivate a robust social presence.

5. ProfessionalPulse: Expanding Digital Connections and Professional Reach

This Enhances professional networking skills and expands digital reach through platforms like LinkedIn and Quora, establishing thought leadership and broadening professional networks. Expand your digital horizons by delving into platforms like LinkedIn and Quora. Learn to navigate these diverse landscapes and harness their potential to amplify your digital footprint.

6. ProfessionalPulse: Expanding Digital Connections and Professional Reach

During this quarter, delves into the world of automation to streamline and optimize digital work-flows, increasing efficiency and productivity in digital marketing processes. Enter the era of automation and revolutionize your digital marketing efforts. Explore cutting-edge tools and techniques to streamline work-flows, enhance productivity, and unlock new realms of efficiency.

7. ClientCultivate: Growing and Nurturing Digital Bonds and Partnerships

Focuses on cultivating strong client and partner relationships through effective communication, personalized marketing strategies, and customer relationship management. Explore the realm of Customer Relationship Management (CRM) and discover how to nurture lasting connections in the digital landscape. Learn to leverage CRM systems to personalize interactions, enhance customer satisfaction, and drive business growth.

8. DigitalDestiny: Propelling Digital Triumph and Excellence

Culminating quarter that propels towards digital triumph and excellence, bringing together everything learned throughout the program to guide towards digital destiny. Conclude your journey with a comprehensive exploration of project management for digital marketing. Equip yourself with the tools, techniques, and best practices needed to steer projects to success, whether you're an executive, consultant, or aspiring startup founder.

Program Outcome

Throughout the program, students will have the opportunity to develop their own digital assets, including content marketing websites, affiliate marketing websites, drop shipping sites, and e-commerce platforms. These digital assets, when diligently nurtured, have the potential to generate a regular and sustainable income, offering lucrative prospects for our graduates. By the end of this training program, students will be well-prepared to embrace the rapidly evolving landscape of digital marketing and will be equipped with the skills and confidence to make a significant impact in the industry. Whether they choose to work as digital marketing professionals, consultants, or venture into entrepreneurship with their own digital marketing agencies, our graduates will be ready to shape their futures and thrive in the exciting world of digital marketing.

Moreover, the program will recognize and celebrate the students' achievements and dedication by awarding them with honours and professional certifications during an esteemed citation ceremony at the end of each year.

Potential Designations, Job Roles, and Work Opportunities

Potential designations, job roles, and work opportunities one can have upon completion of each year of the two-year program, including roles as founders of startups, digital marketing agencies, and consultant practitioners:

On completion of first year:

1. Digital Marketing Assistant/Associate

- **Job Roles:** Assisting in the implementation of digital marketing strategies, managing social media accounts, conducting keyword research, and optimizing website content.
- **Work Opportunities:** Entry-level positions in digital marketing agencies, e-commerce companies, startups, or corporate marketing departments.

2. SEO Specialist

- **Job Roles:** Conducting on-page and off-page SEO activities, analyzing website performance metrics, and implementing strategies to improve search engine rankings.
- **Work Opportunities**: Roles focus on search engine optimization in digital marketing agencies, SEO firms, or in-house marketing teams.

3. PPC Analyst

- **Job Roles:** Managing pay-per-click advertising campaigns, conducting keyword research, optimizing ad performance, and analyzing campaign metrics.
- **Work Opportunities:** Positions in digital advertising agencies, media buying agencies, or in-house marketing teams specializing in paid advertising.

4. Social Media Coordinator

- **Job Roles:** Creating and scheduling social media content, engaging with followers, monitoring social media trends, and analyzing social media performance metrics.
- **Work Opportunities**: Roles in social media marketing agencies, PR firms, or in-house marketing departments of brands and organizations.

On completion of Second Year:

Potential designations, job roles, and work opportunities one can have upon completion of each year of the two-year program, including roles as founders of startups, digital marketing agencies, and consultant practitioners:

1. Digital Marketing Strategist

- **Job Roles:** Developing comprehensive digital marketing strategies, overseeing multi-channel campaigns, analyzing market trends, and identifying growth opportunities.
- **Work Opportunities**: Strategic roles in digital marketing agencies, consulting firms, or as independent consultants advising businesses on their digital marketing strategies. Additionally, opportunities to start their own digital marketing agency or consultancy.

2. Marketing Automation Specialist

- **Job Roles:** Implementing marketing automation tools, creating automated workflows, segmenting audiences, and analyzing campaign performance metrics.
- **Work Opportunities:** Positions in marketing technology companies, automation software providers, or in-house marketing teams looking to optimize their work-flows. Opportunities to start a marketing automation consultancy or software service provider.

3. CRM Manager

- **Job Roles**: Implementing CRM systems, managing customer databases, segmenting audiences, creating personalized marketing campaigns, and analyzing customer data.
- **Work Opportunities:** Roles in companies across various industries looking to improve customer relationship management and enhance customer engagement. Opportunities to start a consultancy specializing in CRM implementation and management.

4. Digital Marketing Project Manager

- **Job Roles:** Planning and executing digital marketing projects, coordinating cross-functional teams, managing budgets and time-lines, and ensuring project objectives are met.
- **Work Opportunities:** Project management roles in digital marketing agencies, marketing departments of large corporations, or as freelance project managers working with multiple clients. Opportunities to start a digital marketing project management consultancy or agency.