

# Certificate course in Internet Digital Marketing

## Objectives :

This is 7 weeks certificate course in Internet marketing. In this course, you will learn about the insights in Search Engine Optimization (SEO) and Social Media Organization (SMO). Digital internet marketing is considered the future of marketing.

## Course Highlights :

Name : Certificate in Internet Digital Marketing

Offered Under : Autonomous Mode

Duration : 7weeks, All sessions on Sat and Sun.

Additional Facility : Access to Online study material.

## Careers :

Integrated digital marketing is the best course if you are looking to search your career in the field of Search Engine Optimization, social media marketing, Internet advertising etc. We have couple of students working successfully in the following companies and we offer 100% placement assistance after the course in companies like:

- Lintas
- Interactive Avenues
- Pinstorm
- ICICI Bank
- Experience Commerce
- Just Dial
- Resultrix
- Social Wavelength
- Avignyata
- Accenture

## Course Structure\* for Certificate course in Internet Digital Marketing

- Fundamentals of Internet and Web, Internet Marketing : Evolution, Benefits and Potential, Going about creating an Online Presence
- Understanding Search Engines, Optimizing the Website for Search Engines
- Advanced SEO & Maintenance
- Basics of Paid Search, Basics of Google Adwords, Optimizing the Adwords Account , E-Commerce SEM and Non-Google Search engines
- Social Media Optimization : History, Benefits and Potential , Measuring Social Media Optimization and Online Reputation Management
- Introduction to Analytics, Analyzing Google Analytics Reports
- Mobile marketing , Affiliate Marketing

\*Note : The subjects / modules under the course are subject to change based on College guidelines.

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The Reach & Visibility of  
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