



Certification Program in
DIGITAL MARKETING

Course duration: 5 months



About Us

upGrad Campus is a

video learning platform for online education,

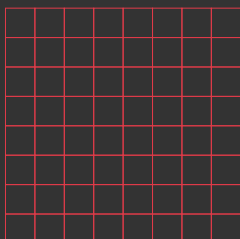
with certificate courses specially curated for college goers and young adults. As an affiliate of upGrad, India's largest online higher education company, Campus's goal is to make every graduate job ready, with professional skills and practical know-how for sought-after fields of work.



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 and 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 kickstart their career through hands-on knowledge in Digital Marketing and build a successful career in it.



Why Become a Digital Marketing Professional?



Rapid Industry Growth

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% and attain USD 807 billion by 2026.



Umpteen Job Opportunities

Since the pandemic, brands are increasingly seeing the benefit of utilising Digital Marketing to reach their audiences. Furthermore, there are several facets to Digital Marketing, each with its own line of opportunities. Social media, email marketing, content strategy, SEO, analytics, all form a part of the Digital Marketing umbrella and are high in demand.



Most Sought-after Role in India

According to a Goldman Sachs report, the future scope of Digital Marketing in the Indian Internet industry is going to be worth US\$160 billion by 2025. 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. The average salary for a Digital Marketing specialist with 0-3 years of experience is Rs. 4.7 lakhs, and can go up to Rs. 10 lakhs, as their experience increases.



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 from upGrad Campus



Faculty of Industry-recognised Experts

Learn the A to Z of Digital Marketing from subject matter experts who are well-known in the field and get smart insights from the inside world of a Digital Marketer.



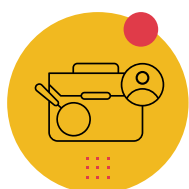
Extensive, Hands-on Curriculum

Along with setting the foundation, this curriculum also focuses on the various Digital Marketing tools and technologies like Google Analytics, Facebook Ads Manager, MailChimp, WordPress and more. Learn how to create effective campaign designs, build content strategy, identify trends and patterns in a real-life corporate scenario.



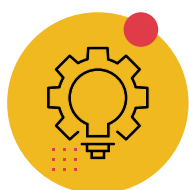
Dedicated Student Support

Strong and friendly assistance from dedicated students throughout the program helps you clear your doubts. Attend live lectures or hang out with them, also known as hangout sessions, where you can learn and enjoy with subject matter experts. Be a part of discussion forums, Q&A to resolve your queries and reinforce learning.



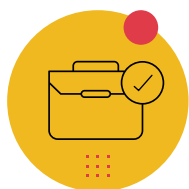
Employment Assistance

Get assured assistance in applying for an entry-level position in Digital Marketing. The case studies, live projects, marketing campaigns and proof of work will help you land your dream job.



Multifaceted Development

This program covers all the fundamental concepts of Digital Marketing right from the various 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.



Ready Set Go - Become Job Ready

You will get many opportunities to learn industry-relevant content that will give you an understanding of the challenges faced by brands all over. The skills you gain in this course will not only help you enter, but also excel in the field of Digital Marketing.

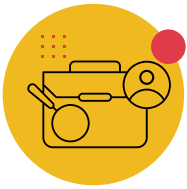


Benefits of the Program



Learn the industry-relevant skills

Learn skills LIVE from industry experts on a one-on-one basis and get access to dedicated upGrad Campus mentors.



Crack the interviews

Master the fundamentals of Digital Marketing and crack the interview rounds to land a dream job with a big brand.



Get certified

Upon completing the course, get an **upGrad Campus certificate** that is sure to improve your career opportunities.



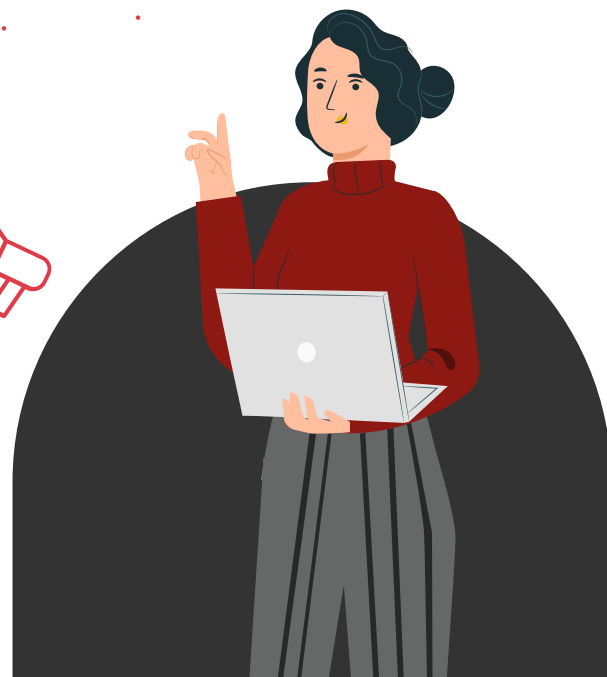
Practice tools and technologies

Learn the different Digital Marketing tools for executing campaigns and creating content, including Google Analytics, Google Keyword Planner, Wordpress, etc.



Build Proof of Work to make your CV stand out

Develop an appealing portfolio and get assistance for interview preparation with resumé building, mock interviews and career guidance.



Course Structure

Get 200+ hours of content through

Recorded videos

World class lectures on major concepts accessible on the platform.

Live Classes

Live sessions handled by subject matter experts.

TA Sessions

One-on-one doubt clearing sessions every weekend



Program Curriculum

Certification in Digital Marketing

Course Curriculum

Introduction to the Program

- Succeeding in Digital Marketing
- SMART Framework

Fundamentals of Marketing

- Introduction to Marketing
- Segmentation, Targeting and Positioning
- Marketing Management through the Concept of 4Ps
- Branding, Brand Equity, Brand Models with Examples

Digital Marketing Channels and Metrics

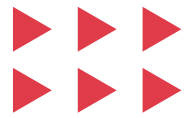
- List of Digital Marketing Channels
- Mapping Channels to Funnel Stages
- Digital Marketing Framework
- Digital Media Metrics
- Digital Marketing Metrics at Funnel Stages
- Revenue Metrics

Case Study: Protinex

Designing and Building a Web Presence

- Elements & Design of a Website
- Information Architecture and Wireframes
- Visual Design, Implementation and Testing
- The Hook Framework





Blog Creation Project

- Introduction to Plesk & Wordpress
- Blog Guidelines
- Integrating Analytics

Remarketing

- Remarketing with Google Analytics
- Remarketing with Facebook Ads
- Remarketing with Mobile Ads

Social Media Marketing (SMM)

- Popular Social Media Channels
- Social Media Plan
- Social Media Execution Strategies - Paid & Organic
- Online Reputation Management
- Social Media Ad Formats
- Measuring Social Media Performance
- Organic & Paid YouTube Marketing

Case Study: Mauka Mauka Campaign

Case Study: Blinkit

Social Media Marketing Live Project

- Facebook Live Campaign
- Troubleshooting

Search Engine Optimization (SEO)

- SEO Basics
- Keyword Strategy
- SEO Strategy & SEO Audit
- Content Optimization
- Technical Optimization
- Authority
- Keyword Performance
- Future of SEO - Video, Voice, Mobile, Local

SEO Live Project

- SEO for Blogs





Tools & Resources

- Facebook Ads
- Twitter Analytics
- Hootsuite
- Hubspot
- SMM Tools
- Google Search Console
- Keyword Research Tools
- SEO Tools

Search Engine Marketing (SEM)

- Creating an SEM Campaign
- Budgeting, Bidding, Keyword Match & Conversion Tracking
- Keyword Planning
- Landing Page
- SEM Metrics

Case Study: Salesforce

SEM Live Project

- Search Ad Campaign

Display Advertising

- Types of Display Ads
- Banner Blindness & Moment-based Marketing

Email Marketing

- Goals & Components
- Building an Email Campaign
- Email Marketing Analysis & Optimization
- Tone, Subject Lines, Email Body Copy

Email Marketing Live Project

- Create Account & Audience List
- Design Email
- Email Marketing Guidelines

Content Marketing

- Content Marketing vs Advertising
- Jobs, Skills & Companies
- Content Marketing Plan
- Content Themes, 7A Framework
- Content Calendar & Promotions

Case Study: Uber





Tools & Resources

- Google Search Ads
- GMass
- Mailchimp
- Freepik

Integrated Marketing Strategy in the Digital World

- Integrated Marketing Framework
- Integrated Marketing Communication
- Building an Integrated Marketing Plan

Web Analytics

- Introduction to Web Analytics
- Marketing Analytics Data Collection
- Google Analytics Walkthrough

Web Analytics Live Project

- Analyse Data for Google Merchandise Store
- Google Analytics Reports

How to Be a Freelancer

- Role and Importance
- Attract Clients
- Pricing Your Work

Interview Questions



Placement and Career Support

Sign up for these add-on programs to take your career to your dream company!

Programs to get you Guaranteed Internship/Job Opportunities

Join these programs at just Rs. 18000 or opt for these programs in combination with the Digital Marketing Course and get **22.2% off!**

Internship Plus

2 months program

Guaranteed Internship Opportunities in top companies

Designed for 1st year, 2nd year & 3rd year students

Placement Plus

5 months program

Guaranteed Job Opportunities in top companies

Designed for 4th year students and freshers

Our Placements Team will guide you in every step towards your dream company



Program Details

Course starts

Please refer to the website
for program start dates



Fee structure

~~₹ 45,000~~
₹ 35,000/- (+GST)

Duration

5 months



Program hours

200+ Learning Hours
Live Sessions every
weekend

For admissions, contact

+91 8035241332

+91 8048160842

admissions.campus@upgrad.com

upGrad
Campus 

