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
Digital Marketing – A Future Favourite

Work opportunities in Digital Marketing are abundant as well as versatile and creative in nature. Digital Marketing roles are among the top ten in-demand jobs globally.

Avg Salary you can expect after completing a Digital Marketing Program.

Companies Hiring

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 best suited for you.
Digital Marketing Certification Course
Best-in-class program by industry experts

Program Eligibility
You don’t need any specific background to apply for this Digital Marketing training. To learn Digital Marketing from upGrad Campus, a candidate must be reasonably good at English and should be pursuing an undergraduate or postgraduate degree.

Top skills you will learn
Google Ads, Facebook Ads, SEO, SEM, Social Media Marketing, Display Advertising, Branding and many more!

Global Standard Curriculum
Our robust and beginner-friendly course will give you,
200+ Hours of Learning Content Including,
60+ Hours of Live Sessions and
125+ Hours of Recorded Classes

Practical Learning
6+ Projects
14 Case Studies
Why Choose to Learn Digital Marketing with upGrad Campus?

- **Recorded Sessions**
  that you can access for up to 3 years

- **ChatGPT & other current topics**
  included in the curriculum

- **Distinguished Faculty**
  with years of industry experience

- **Dedicated Student Support**
  from Teaching Assistants, Mentors and Peer groups

- **Live Classes on Weekends**
  to interact 1:1 with industry experts and TAs

- **Job-ready Projects**
  based on real world experience

- **Easy Doubt Resolution**
  through doubt-clearing sessions and peer support groups

- **Placement Support**
  with 3 guaranteed interviews

- **Crack Interviews**
  and impress recruiters with your Marketing skills
Tools and Platforms Covered

Google Toolset

- Google My Business
- Google Analytics URL (UTM)
- Google Search Console
- Google Trends
- Google Keyword Planner
- Google Search Ads
- Google Ads Manager
- Google Data Studio
- Google Alerts

Other Platforms and Tools

- Survey Monkey
- GT Metrix – SEO
- Yoast
- Mail Track
- WordPress
- Mail Chimp
- Similar Web
- GMass
- Hootsuite
- Clever Tap
- Facebook Ads
- Twitter Analytics
- Hubspot
- ChatGPT
Brand Case Studies Covered

Learn concepts from global brands that make use of killer Digital Marketing strategies.

Fundamentals of Marketing through
- Protinex
- Nike
- Airbnb

Social Media Marketing through
- Mauka Mauka Campaign
- Blinkit
- McDonalds

Search Engine Marketing through
- Salesforce
- Decathlon

Search Engine Optimization through
- H&M
- Glossier

Affiliate Marketing through
- Expedia
- Blue Apron

Content Marketing through
- Uber
- HubSpot

Web Analytics through
- Coca-Cola
- P&G
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

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

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
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
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

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

Case Study: Uber

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
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

Advanced Digital Marketing using ChatGPT
- Introduction to ChatGPT
- How to use ChatGPT to generate website content
- Job Landscape Change with ChatGPT
- Using ChatGPT for Keyword Generation
- Understanding the limitations of AI in Digital Marketing
- ChatGPT Marketing Use Cases

How to Be a Freelancer
- Role and Importance
- Attract Clients
- Pricing Your Work

Interview Questions
Get trained on aptitude and soft skills with Placement Plus - an add-on course designed to help you crack your interview and take you to your dream company.

Became 100% Placement-ready with this Add-on Program

- **3 Assured Job Interviews**
- **60+ Learner Hours**
- **Access to 300+ Hiring Partners**
- **Program Fee**: ₹18,000 only
- **Get it for ₹14,000 in combo with Digital Marketing Course**

5 Months of LIVE Training to Land Your Dream Job

- Resume Building
- Linkedin Profile Creation
- Quantitative Training
- Problem Solving & Logical Reasoning
- Public Speaking & Oral Communication
- Non-verbal Communication
- Mock Interviews
- Group Discussions
Program Details

Course starts
Please refer to the website for program start dates

Duration
5 months

Fee structure
₹ 60,000
₹ 40,000/- (+GST)

Program hours
200+ Learning Hours
Live Sessions every weekend

For admissions, contact
1800 210 7070
admissions.campus@upgrad.com