upGrad
Campus

Certification Program in
Digital Marketing

Course Duration: **6 Months**

About Us

upGrad Campus is a
video learning platform
for online education,
with certificate courses specially curated for college students
and young adults. As an affiliate of upGrad, India's largest online
higher education company, upGrad Campus aims at making
every graduate job-ready, with professional skills and practical
know-how for the most 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

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.

9-10 LPA

5-7 LPA

2-3 LPA

Min   Highest   Average
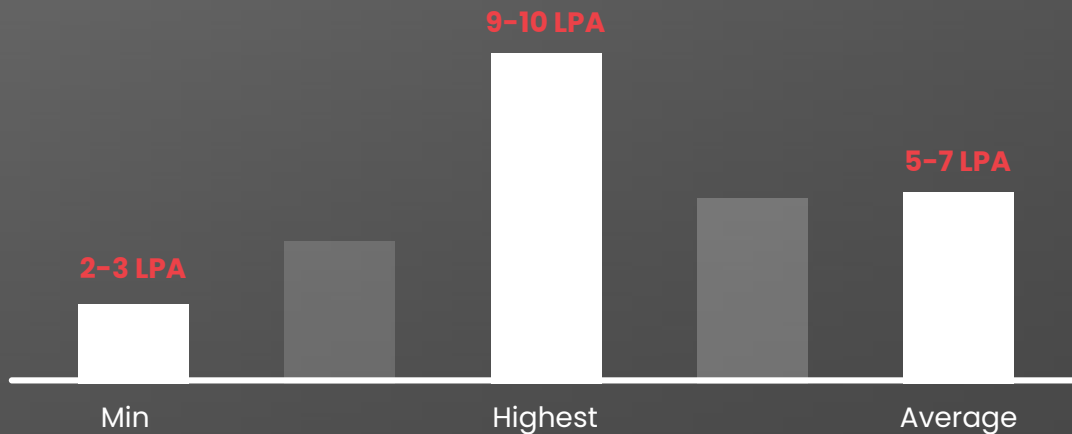
Companies Hiring

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.

Global Standard Curriculum

Our robust and beginner-friendly course will give you,

200+ Hours of Learning Content Including,

70+ Hours of Live Sessions and

125+ Hours of Recorded Classes

Practical Learning

6+ Projects

14 Case Studies

Mentor-led Internships

In this 4-week program, you gain real-work experience with curated projects under the guidance of Industry Mentors.

Get your Mentor-led Internship Certificate from one of these companies:

TEACHFORINDIA   cult.fit   THE THICKSHAKE FACTORY   SAI

Why Choose to Learn
Digital Marketing with upGrad Campus?

Recorded Sessions
that you can
access for up to
3 years

**Gen AI tools such as
ChatGPT & Sora**
included in
the curriculum

**Distinguished
Faculty**
with years of
industry experience

**Dedicated Student
Support**
from Mentors and
Peer groups

Live Classes on Weekends
to interact 1:1 with
industry experts
and TMs

**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 Business Profile

Google Analytics URL (UTM)

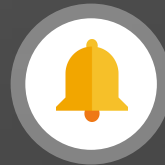**Google Search Console**

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 | Sora

Unlock Bonus Meta & Google Certifications

Meta Blueprint Certification:

With Digital Marketing skills from our program, ace the "Digital Marketing Associate" certification exam by Meta.

Valued at 50$, this test is available to all our learners for free!

Google Certifications

Our Digital Marketing program equips you with the skills needed to easily clear these FREE certifications available on Google Skillshop!
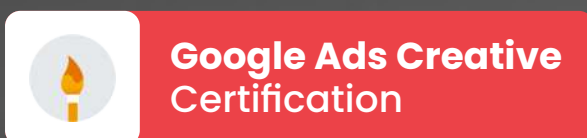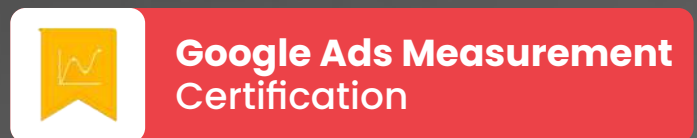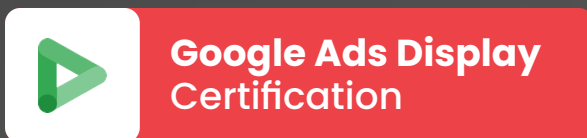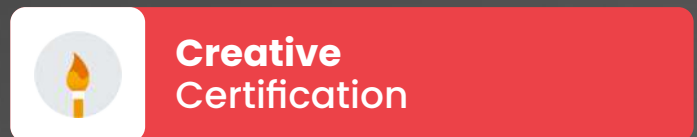
GA4 Certification

Google Analytics Certification

Google Ads Search Certification

Creative Certification

Google Ads Display Certification

Google Ads Measurement Certification

Google Ads Creative Certification
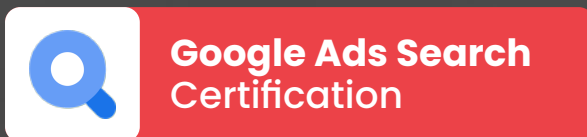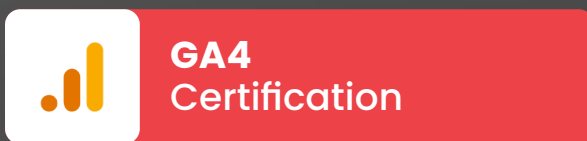
Brand Case Studies Covered

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

Fundamentals of Marketing through

Mamaearth | 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 | BlueApron

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

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: Mamaearth

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

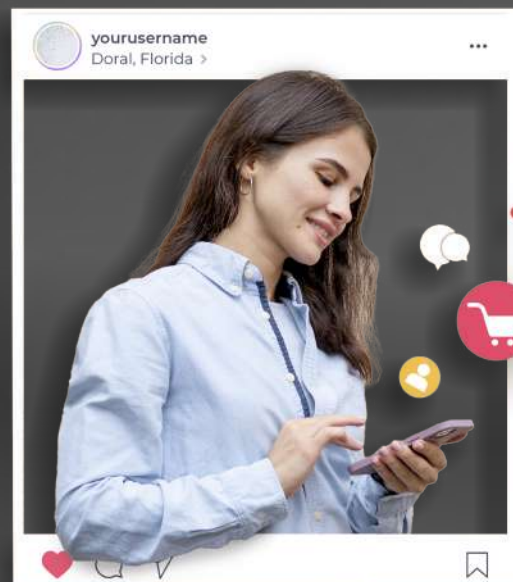# Case Study: Blinkit

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

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
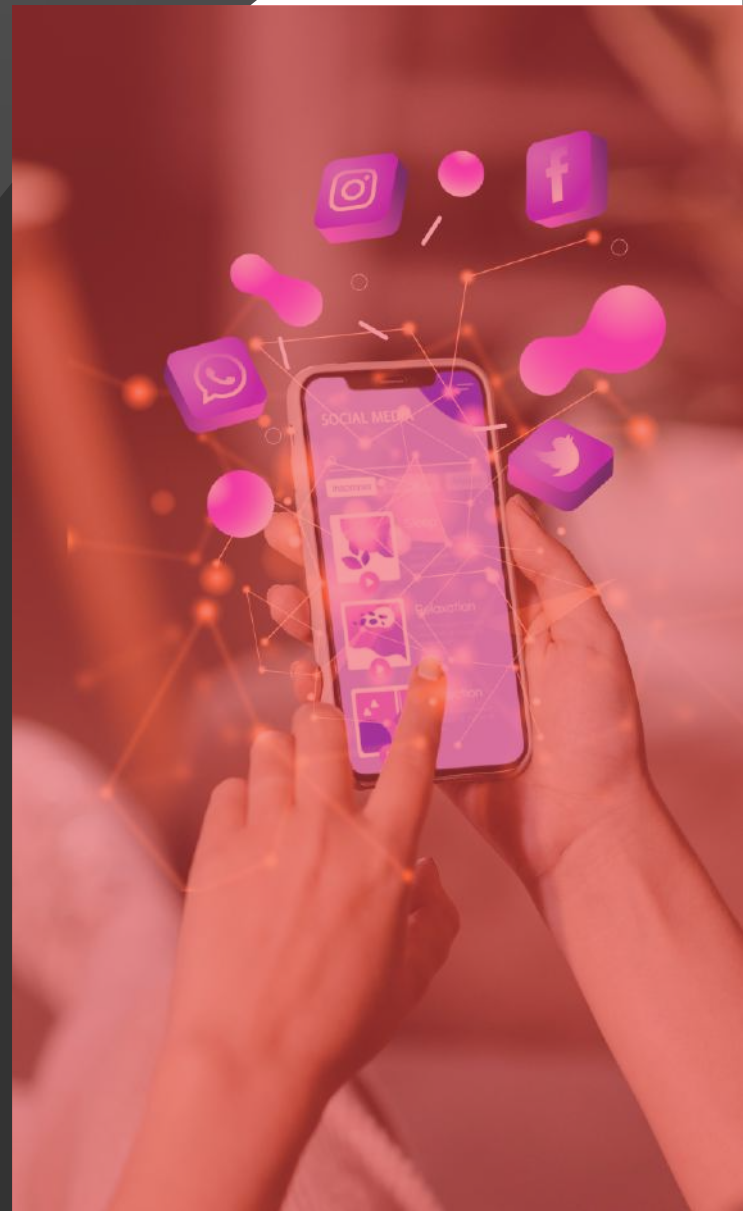
Email Marketing
Live Project

- 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

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 Generative AI

- 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
- Live Session: Make videos using AI tool Sora

How to Be a Freelancer

- Role and Importance
- Attract Clients
- Pricing Your Work

Interview Questions

Get 3 Assured Job Interviews with Placement Plus

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

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.

5 Months Program

81+ Hours of Live Sessions

Access to **300+ Hiring** Partners

3 Assured Job Interviews

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
- Oral Communication
- Non-verbal Communication
- Mock Interviews
- Group Discussions

Program Details

- Course Starts
  Please refer to the website for program start dates

- Duration
  6 months

- Fee structure
  ~~₹ 65,000~~
  ₹ 47,000 (No additional taxes)

- Program hours
  200+ Learning Hours
  Live Sessions every weekend
  Sat & Sun, 7:30 pm to 9:30 pm

upGrad Campus

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