



Certification Program in
DIGITAL MARKETING

Course duration: 5 months



About Us

upGrad Campus is a

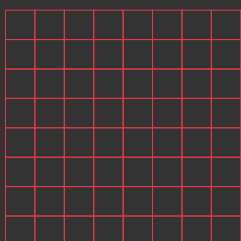
video learning platform for online education,

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

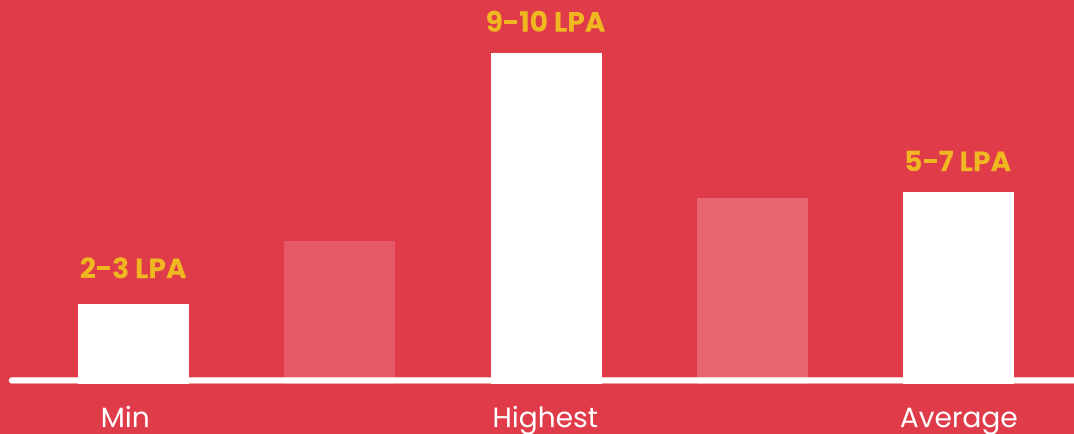




Digital Marketing – A Future Favourite

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.

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

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:

TEACH**FOR**INDIA



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 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



Clever Tap



WordPress



Mail Chimp



Similar Web



GMass



Hootsuite



Mail Track



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!



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Google Certifications

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

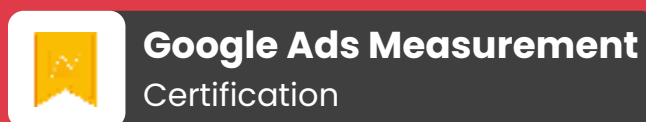
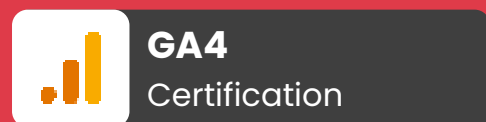


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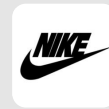
Brand Case Studies Covered

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

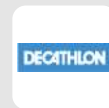


Mcdonalds

Search Engine Marketing through



Salesforce

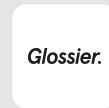


Decathlon

Search Engine Optimization through



H&M



Glossier

Affiliate Marketing through

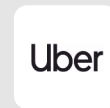


Expedia



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

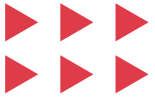
- Create Account & Audience List
- Design Email
- Email Marketing Guidelines

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

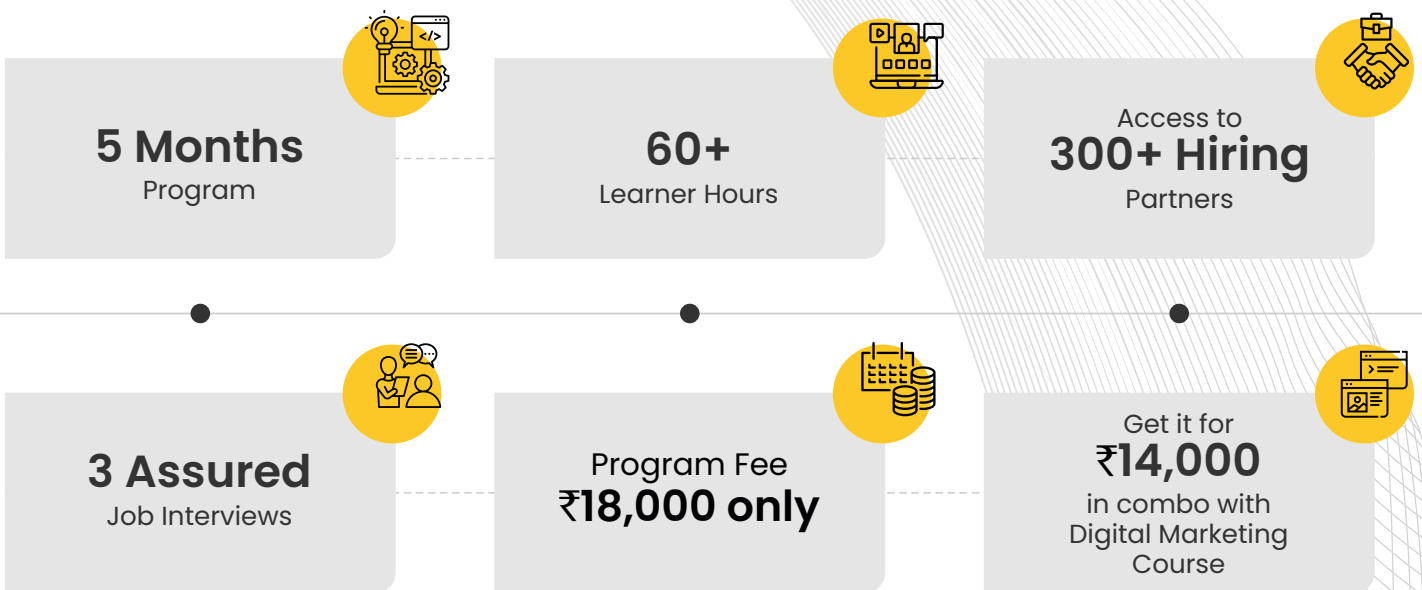
Interview Questions



Get 3 Assured Job Interviews with Placement Plus

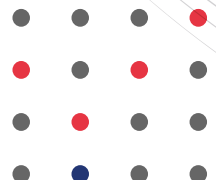
Become 100% Placement-ready with this Add-on Program

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 of LIVE Training to Land Your Dream Job

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



Program Details

Course starts

**Please refer to the website
for program start dates**



Fee structure

~~₹ 65,000~~

₹ 47,000 (No Additional Taxes)

Duration

5 months



Program hours

**200+ Learning Hours
Live Sessions every
weekend**

For admissions, contact

1800 210 7070

admissions.campus@upgrad.com

upGrad
Campus 

