

NIIT



GROW YOUR CAREER!

Digital Marketing Program

Get Skilled for Local and Global Career Opportunities

ABOUT NIIT

NIIT, a leading education provider, is a skills and talent development corporation that is building a manpower pool for global industry requirements. It ranks amongst the world's leading training companies owing to its vast and comprehensive array of futuristic programs.

For over 40 years, we have taken pride in creating career opportunities for students from different walks of life. We have trained millions of students in more than 30 countries. Our expertise in content development, training delivery, and education process management make us the most preferred training partner.

A world-leading, technology-driven, skill development organisation that is the first choice of smart students and professionals.

At NIIT, we believe that our actions speak louder than words.



Present across
30 countries



35 Million+
Learners Worldwide



India's Most
Trusted Educational
Brand

ABOUT STACKROUTE



Established in August 2015, StackRoute®, an NIIT initiative, is a suite of continuing education programs that target high-demand jobs in technology. Our mission is to enable students with high-quality, practitioner-led, immersive learning that prepares them to be job-ready from day one. As a deep-skilling, talent transformation partner on digital, StackRoute works with large global IT organisations, Global Incubation Centers & Product companies.

StackRoute was awarded the Brandon Hall Group HCM Excellence Award 2020, jointly with a leading independent IT and business consulting services firm. The Gold medal has been awarded under the 'Best Use of Blended Learning' category for the Graduate Transformation Program. Additionally, it has won the Brandon Hall Silver Award for 'Best Results of a Learning Program' jointly with the world's leading engineering company in aerospace.



ABOUT THE PROGRAM

Become industry-ready with this immersive and hands-on placement-linked Digital Marketing Program and kick-start a career in the Digital world with a starting CTC of ₹3LPA*. This course is designed by industry experts and provides experiential learning in a simulated business environment to prepare aspiring entrepreneurs for a successful start-up in the Digital space and prepares learners for a successful career in this domain.



Key Specializations

Structuring a marketing problem, Google keywords & SEO, social media marketing, paid SEM, optimizing ROI, building a website, generating leads, running ad campaigns, forming a marketing strategy, leveraging an e-commerce platform, and more.



Job Opportunities

- Acquire skills to grow your business with complete knowledge of digital marketing and achieve your entrepreneurial success. This program also provides you with the expertise to build and enhance your career in the digital space.
- Learners will be equipped with the necessary skills and competencies to embark on a digital marketing career. You will be able to apply for the following entry-level digital marketing roles:
 - Digital Marketing Executive/Digital Marketing Specialist
 - Brand Marketing Executive/Brand Marketing Associate/Specialist
 - Social Media Marketing Executive/Social Media Analyst
 - SEO Executive/SEO Specialist

*Subject to meeting relevant criteria post successful completion of the program.
Past track record is not indicative of future job prospects.



PROGRAM CURRICULUM

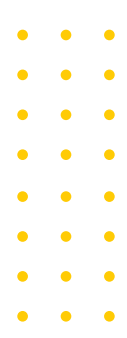
Course 1

Website Design and Search Engine Optimization

- Create a Marketing Brief
- Create a Website Without Coding
- Make Google Work for You
- Find Keywords to Rank Your Business on Google
- Use On-Page Optimization to Improve SEO Ranking
- Use Off-Page Optimization to Improve SEO Ranking

Course 2

Marketing on Various Social Media Platforms

- Create Videos for Your Brand
 - Create and Edit Marketing Assets
 - Use Social Media Channels Effectively
 - Create and Manage Your Business on Facebook
 - Start Selling on Facebook and Instagram Via Paid Marketing
 - Optimize Paid Marketing Campaigns on Facebook and Instagram
 - Develop Strategies for Effectively Building and Managing your Instagram Channel
 - Promote Your Brand on YouTube
 - Promote Your Brand on Twitter
 - Promote Your Brand on Pinterest and LinkedIn
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Course 3

Paid Marketing in the Google Ecosystem

- Use Google Ads for Business
- Set Up and Manage a Google Campaign
- Apply Strategies to Optimize Your Google Campaign
- Use Google display ads, Programmatic and DV360

Course 4

Use E-Commerce Channels Effectively

- Identify Growth Opportunities using E-Commerce
- Create and Manage Paid Marketing Campaigns
- Use Bidding and Budgeting Strategies for Amazon
- Use Tools to Simplify E-Commerce Reporting, Taxation and Filing
- Ensure Regulatory Compliance for E-Commerce

Course 5

Capstone Project

- Capstone Project
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PROGRAM HIGHLIGHTS

1:1 Mentorship

Get unparalleled mentorship from our expert faculty with highly hands-on personalized feedback to learners

Build Your Digital Assets

Create and own your digital marketing assets with a readily deployable strategy customized for your business

Experiential Apprenticeship

Go through hands-on, experiential learning in a simulated business environment

Build All Round Competency

Develop Full Stack competency with digital marketing, business, and professional skills

Practitioner Designed

Designed by digital marketing experts with a track record of enabling entrepreneurs

Mastery Learning

Achieve mastery with our individualized and group-based learning pedagogy

Grow Your Network

Tap into the acclaimed NIIT-StackRoute alumni network

LEVERAGE END-TO-END CAREER SUPPORT



Complete Grooming Process

360-degree grooming process to get you started with confidence. This initiative ensures 6 types of input and quality checks before you start attending interviews.



Individual Grooming

Get personalized tips on grooming, polishing your interview skills, resume building, and other areas of improvement.



Interview Feedback

Obtain feedback on interview performance so that you can improve and be ready for the next interview.



Profile Matching

We assist you in matching your profile with appropriate job openings for early selections.



Company-Specific Preparation

Get company-specific input and guidance and access to a repository of interview questions for complete preparation.



Salary Negotiation

Once you receive an offer, we help you negotiate with clients for the best salary as per industry standards.



PROGRAM DETAILS



Program Start Date

Please visit our website for more details
<https://bit.ly/NIITDMPProgram>



Duration

20 weeks (Part-Time)



Mode

Online Mentor-Led



Program Fee

70,000/- (Excluding GST @ 18%)



Who Is This Program For?

Aspiring entrepreneurs looking to build their business or fresh graduates and working professionals aspiring for a career in Digital Marketing



Program Eligibility

Any graduate or any trade school diploma



Placement Eligibility

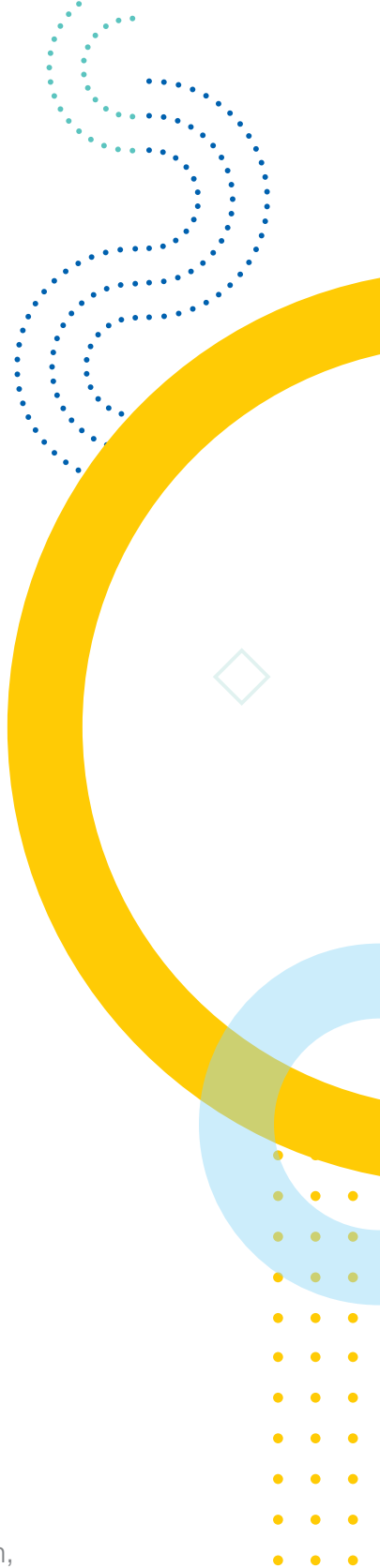
Graduates from any stream with $\geq 50\%$ marks in 10th, 12th, and Graduation who are ≤ 25 years of age



Admission Process

Apply via our easy 3-step process.
After the submission of the application form, students will have to go through a screening process post which they can directly enrol into the program by paying the applicable fee.

The screening process includes an English Test.



PAYMENT PLANS

Upfront payment

Program Fee** : ₹70,000 + 18% GST Payable 7 days prior to the start of the batch.
Pay the balance fee within 7 days from the booking date or 7 days before the batch start date, whichever is earlier.

No Cost EMI Plans

Program Fee** : ₹70,000 + 18% GST
Booking Fee : ₹7,000 + 18% GST Payable at the time of booking a seat in the batch
Balance Fee : ₹63,000 + 18% GST
Pay the balance fee within 7 days from the booking date or 7 days before the batch start date, whichever is earlier.

EMI Duration	EMI
3 Months	₹24,780
6 Months	₹12,390

EMI Plans

Program Fee** : ₹70,000 + 18% GST
Booking Fee : ₹7,000 + 18% GST Payable at the time of booking a seat in the batch
Balance Fee : ₹63,000 + 18% GST
Pay the balance fee within 7 days from the booking date or 7 days before the batch start date, whichever is earlier, through an interest-free loan from a 3rd party lender.

EMI Duration	EMI
9 Months	Starting at ₹8,880
12 Months	Starting at ₹6,815

**You may have to spend additional ₹7500/- on digital marketing tools and campaigns to gain hands-on expertise.

For further details,

call us at **1800 3000 6448** or
visit www.niit.com