**NIIT**

# Learn-Practice-Thrive & Jumpstart Your Career with

# Digital Marketing Program with Generative AI
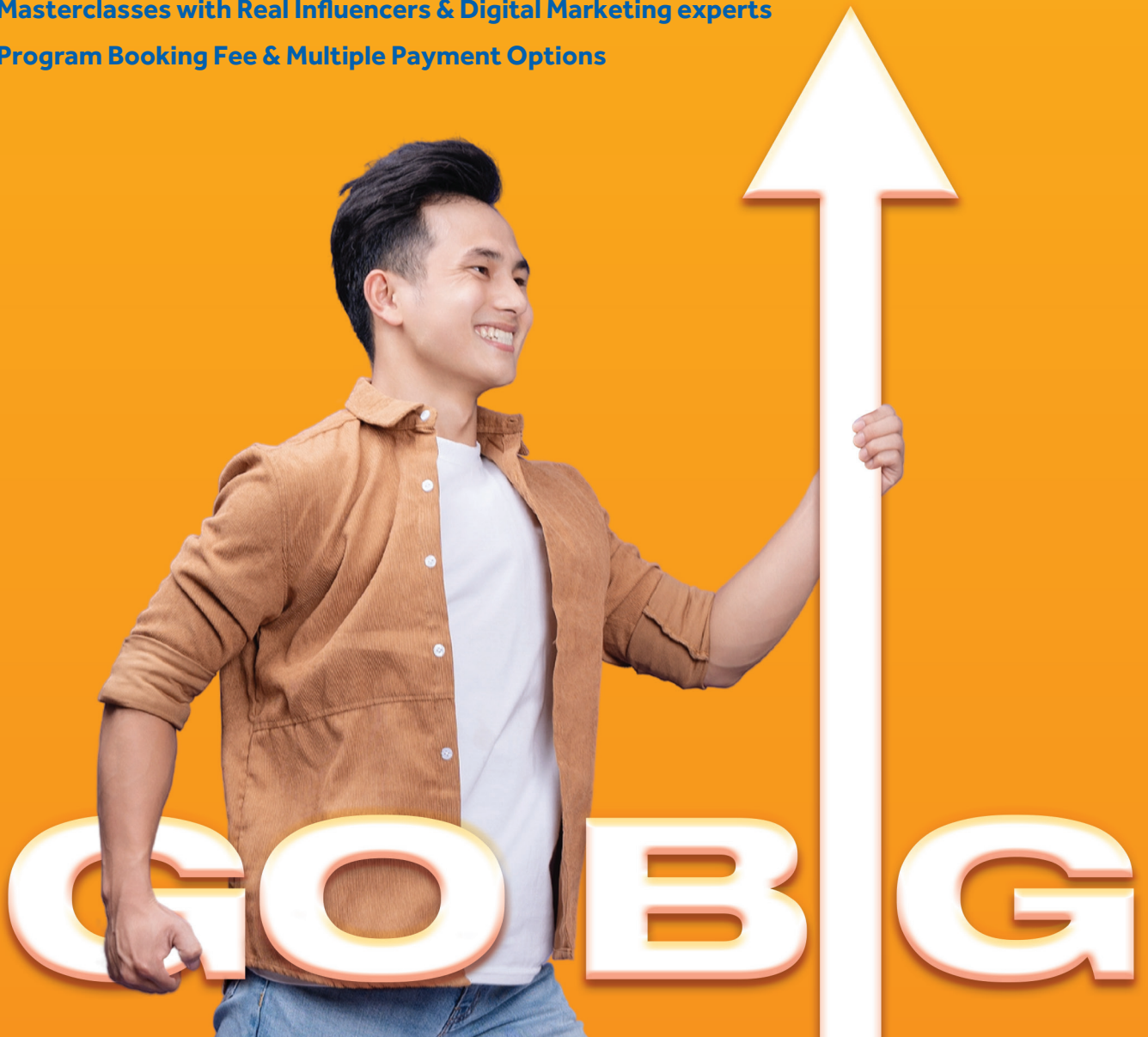
## Program Highlights

Book Your Seat with ₹ 1,500*

**PROGRAM FEE**

₹ 65,000*

☑ **Master Core Skills**
- SEO & AI-driven Content Creation
- Data-driven marketing strategy formation
- Live Social Media Campaign Management & Influencer Marketing
- CRM, Email & Whatsapp Marketing
- Google Ads, Programmatic Media & OTT Advertising

☑ **3 Job Interview Opportunities[1]**

☑ **Live Masterclasses with Real Influencers & Digital Marketing experts**

☑ **Low Program Booking Fee & Multiple Payment Options**

GO BIG

# NIIT

# Digital Marketing Program with Generative AI

## Program Details

| | |
|---|---|
| **Program Duration[2]** | **12 Weeks (Full-time);  23 Weeks (Part-time)** |
| **Program Eligibility[3]** | **Final year undergraduate students or graduates in any stream.** |
| **Program Fee** | **INR 65,000 + 18% GST** |
| **Program Curriculum** | Digital Marketing Fundamentals |
| | Boost Your Brand: Mastering Social Media & Influencer Marketing |
| | Paid Social Media Marketing |
| | The Google Advertising Ecosystem, Programmatic Media and CTV |
| | Google Analytics, Campaign Management & Reporting |
| | Email Marketing and CRM |
| | Amazon Advertising |
| | Capstone Project |
| **Mode of Learning** | ●Live Mentor-led Online Classes |
| **Placement Assistance Eligibility[1]** | **Up to 3  Job Interview Opportunities:**<br>▪ Age<28 Years<br>▪ Completed Graduation |

## NIIT Advantage

60% program duration dedicated to hands-on activities

Practice on tools used in live environments

Build your Digital profile on LinkedIn

Resume building and Interview preparation

Pre-designed assignments mirroring work environment

Disclaimer: Program features are subject to change. For latest information refer to our website: **www.niit.com**
[1] T&C Apply. Up to 3 selection opportunities, within 120 days from the date of moving into Placement Bank.
[2] Program Duration may vary depending on the sprint schedule.
[3] Refer T&C for more details.
* T&C apply.

# To register, visit **www.niit.com**