NIIT You are *bigger* than you think.

DISCOVER
CAREER CHOICES

GenAI | Data Science | Digital Marketing
Software Engineering | Banking

ABOUT **NIIT**

NIIT is a renowned global training and education company with a rich history spanning several decades. Established in 1981, NIIT is a prominent player in the field of IT and business education, offering a wide array of programs and courses designed to empower learners with the knowledge and skills needed to excel in the ever-evolving world of technology.

With a commitment to providing high-quality training and a global presence that extends across 30+ countries, NIIT has become synonymous with innovation, excellence, and the development of future-ready professionals in the information technology and related sectors.

PRESENT IN
30+
COUNTRIES

40 MN+
ALUMNI
NETWORK

INDIA
THE IT HUB

The Indian IT industry has solidified its position as a global powerhouse, serving as the primary hub for technological innovation and services. With a robust growth trajectory, it has become a key contributor to the country's economy, generating substantial revenue and employment opportunities. As of recent data, the industry's revenue is estimated to be around $194 billion, with a significant portion coming from exports. However, the landscape is rapidly evolving, driven by emerging technologies like artificial intelligence (AI), blockchain, and cloud computing.

Looking ahead, the Indian IT industry is poised for further expansion, with revenue projected to surpass $350 billion by 2025. This growth will be fueled by the increasing adoption of digital transformation initiatives worldwide. However, this upward trajectory also brings challenges, particularly in terms of reskilling the workforce to align with the demands of these emerging technologies. Automation and AI are expected to disrupt traditional job roles, with estimates suggesting that up to 30% of existing IT jobs could be at risk of displacement. To adapt, the industry is undergoing a significant shift towards upskilling and reskilling programs, aiming to equip the workforce with the necessary expertise to thrive in the digital age.

$194 BILLION
INDIAN **IT INDUSTRY** TODAY

EXPECTED TO CROSS
$350 BILLION
BY 2025

ESTIMATED
YOY GROWTH
PERCENTAGE IN FUTURE
22%

DIGITAL MARKETING PROGRAM WITH GENERATIVE AI

Step into the dynamic world of Digital Marketing and embark on an exhilarating journey like never before! This program is meticulously crafted to equip you with the essential skills and cutting-edge techniques necessary to thrive in the fast-paced realm of digital marketing, enriched with the integration of Generative AI technology.

This transformative program empowers you with the expertise needed to excel in Digital Marketing roles, covering a wide array of topics including social media marketing, search engine optimization (SEO), content marketing, email marketing, and analytics.

Distinguish yourself from traditional digital marketers; harness the power of Generative AI tools to revolutionize your marketing strategies. From automated content generation to personalized customer engagement, these tools will redefine the way you approach digital marketing challenges.

Seize this opportunity to kickstart your career in the dynamic field of Digital Marketing - enroll now and unlock a world of growth, innovation, and endless possibilities!

PROGRAM HIGHLIGHTS

- ✓ Master Core Skills
- ✓ Live Masterclasses with Real Influencers
- ✓ Practice on tools used in live Environment
- ✓ Pre-designed assignments mirroring work environment
- ✓ 3 Job Selection Opportunities[1]

PROGRAM DURATION[2]

12
Weeks
(1 sprint a day for 6 days of the week)

23
Weeks
(3 sprints per week)

PROGRAM ELIGIBILITY[3]

- ✓ Final year undergraduate students **or** Graduates in any stream

PROGRAM CURRICULUM

Course Name	Brief Description
Digital marketing Fundamentals	Dive into digital marketing basics, learn how to use WordPress, understand how Google finds websites, and get the basics of SEO to make your site shine. This is a perfect first step for any student new to digital marketing!
Boost Your Brand: Mastering social media & Influencer Marketing	Learn to craft and share engaging content across social media, grow and understand your audience, and use social listening for insights. Plus, gain skills to manage the brand's online presence. Learn the art and science of influencer marketing.
Paid social media marketing	Unlock the secrets to creating, running, and perfecting paid ads on Facebook, Instagram, and Twitter. This module is your first step towards becoming a pro at digital advertising. By the end of this course, you will be able to clear Meta's certification exams.
The Google advertising ecosystem, programmatic media, and CTV	Learn how to dominate Google Ads, covering PPC, Google Shopping, Display Network, and YouTube Ads. Dive into the world of Programmatic Media and understand the CTV Ecosystem, devices, ad formats, and buying methods. By the end, you'll navigate Google's ad suite and CTV advertising with ease. On completion, you will be able to clear Meta's certification exams.
Google Analytics, Campaign Management & Reporting	Dive into Google Analytics to understand the dashboard, key metrics like sessions and bounce rates, and essential reports on audience, acquisition, behavior, and conversions. Learn to interpret data, craft custom reports in Excel, and use GPT to speed up your analysis. This module combines basic Excel skills with analytics insights, perfect for students looking to excel in data-driven marketing decisions.
Email Marketing, and CRM	Unlock the power of CRM tools and email marketing to find and keep customers. Learn how to combine these with WhatsApp for unbeatable marketing strategies. This is a much sought after skill by employers and perfect for students aiming to excel in customer acquisition, conversion, and retention in the digital age.
Navigating the Amazon Ecosystem	Unlock the secrets of Amazon with this module! Learn how to make product listings that stand out, handle customer reviews like a pro, and master advertising and promotions to boost your sales. Perfect for students aiming to work with brands that sell online.
Capstone Project	This course provides you with an opportunity to apply the skills you have learned so far in a real-life scenario.

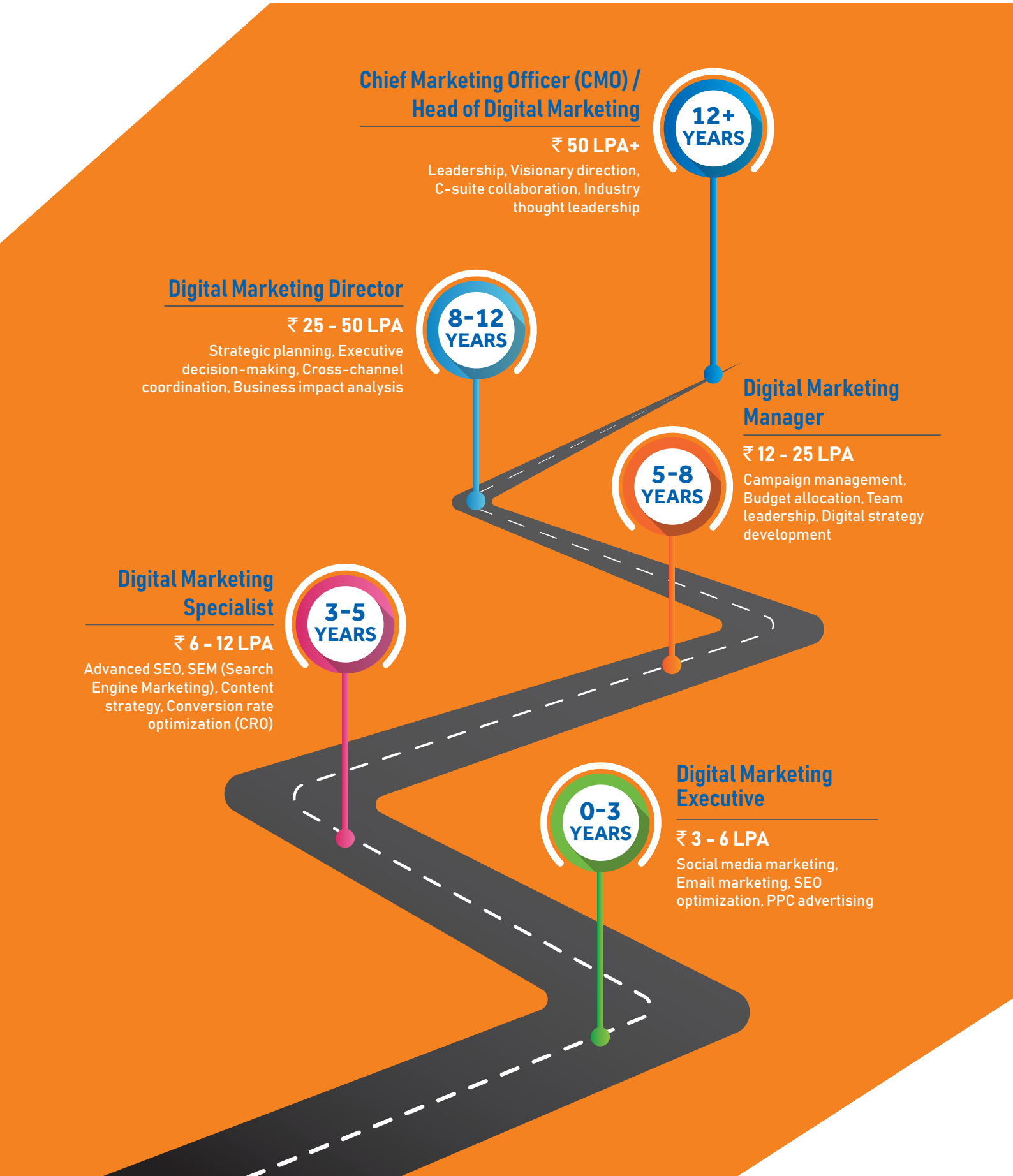
LEARNING **OUTCOMES**

- ☑ SEO (Both On Page And Off Page)
- ☑ ROI Optimization
- ☑ Website Building
- ☑ Social Media Marketing
- ☑ Influencer Marketing
- ☑ Digital Advertising
- ☑ Google Advertising Ecosystem
- ☑ Connected TV Advertising
- ☑ Programmatic Advertising
- ☑ Google Analytics
- ☑ Email Marketing

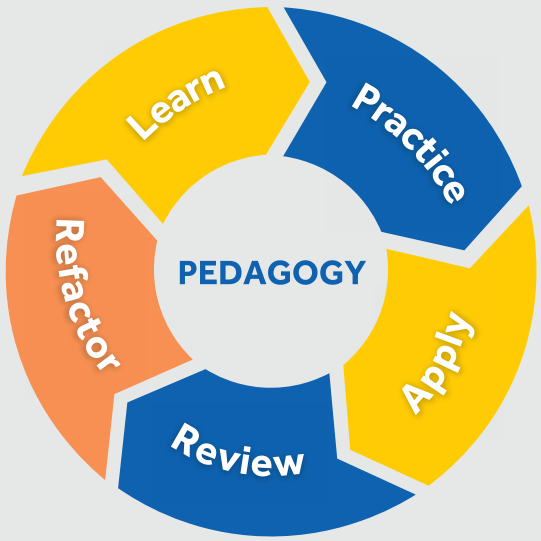
ROLES IN **DIGITAL MARKETING**

- SEO Specialist
- Social Media Manager
- Content Marketing Manager
- Email Marketing Specialist
- Digital Advertising Manager

CAREER **PROGRESSION**



LEARNING METHODOLOGY



Embark on a transformative journey guided by our unique pedagogy, curated to maximize your learning efficiency and retention. This iterative process ensures continuous improvement and mastery, empowering you to confidently tackle real-world challenges. Immerse yourself in hands-on experiences, mentorship, and role-specific competencies, shaping you into a confident and adaptable professional poised for success.

01 Outcome Driven

Program builds role specific competencies and instills self-confidence.

02 Practitioner Designed

Designed to accelerate skill acquisition and gain experience.

03 Job-readiness

Multi-staged approach that gradually prepares Learners to get "Job-ready".

04 Highly Hands-on

Must spend over 60% of time on coding or hands-on activities.

05 Autonomous Learning

Mandates self-learn & practice that are supplemented with mentor connect sessions/review.

06 All-round Competency

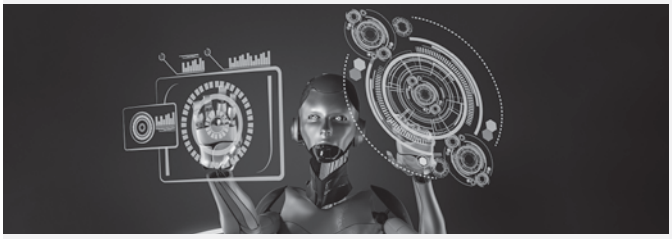
Program equips Learners on all-round skills – Technical Skills, Functional Skills, and Professional skills.

07 Immersive Learing

Learn in an environment that mirrors work environment with Digital Marketing practices and tough problems to solve in tight timeline. Learners must solve tough problems, get it reviewed and refactor as in real environment.

THE NIIT **ADVANTAGE**

Focus on strong foundation for Core Skill Mastery.



Masterclasses led by industry experts on market dynamics.

Overall personal grooming with Interview Preparation & CV Writing sessions.

Well researched teaching methodology to ensure Day-1 job readiness.

Integrated GenAI programs to enhance efficiency and accuracy.

Industry valued certification complementing college degree.

Hands-on experience with practical application of skills on real-business scenarios.

ADMISSION PROCESS

APPLY

- Visit www.niit.com
- Select Program & Check Eligibility
- Click 'Apply Now' & Fill Form
- Upload Required Documents
- Agree to Terms & Conditions

SCREENING

- PA checks eligibility & connects
- Conducts Screening

BOOKING

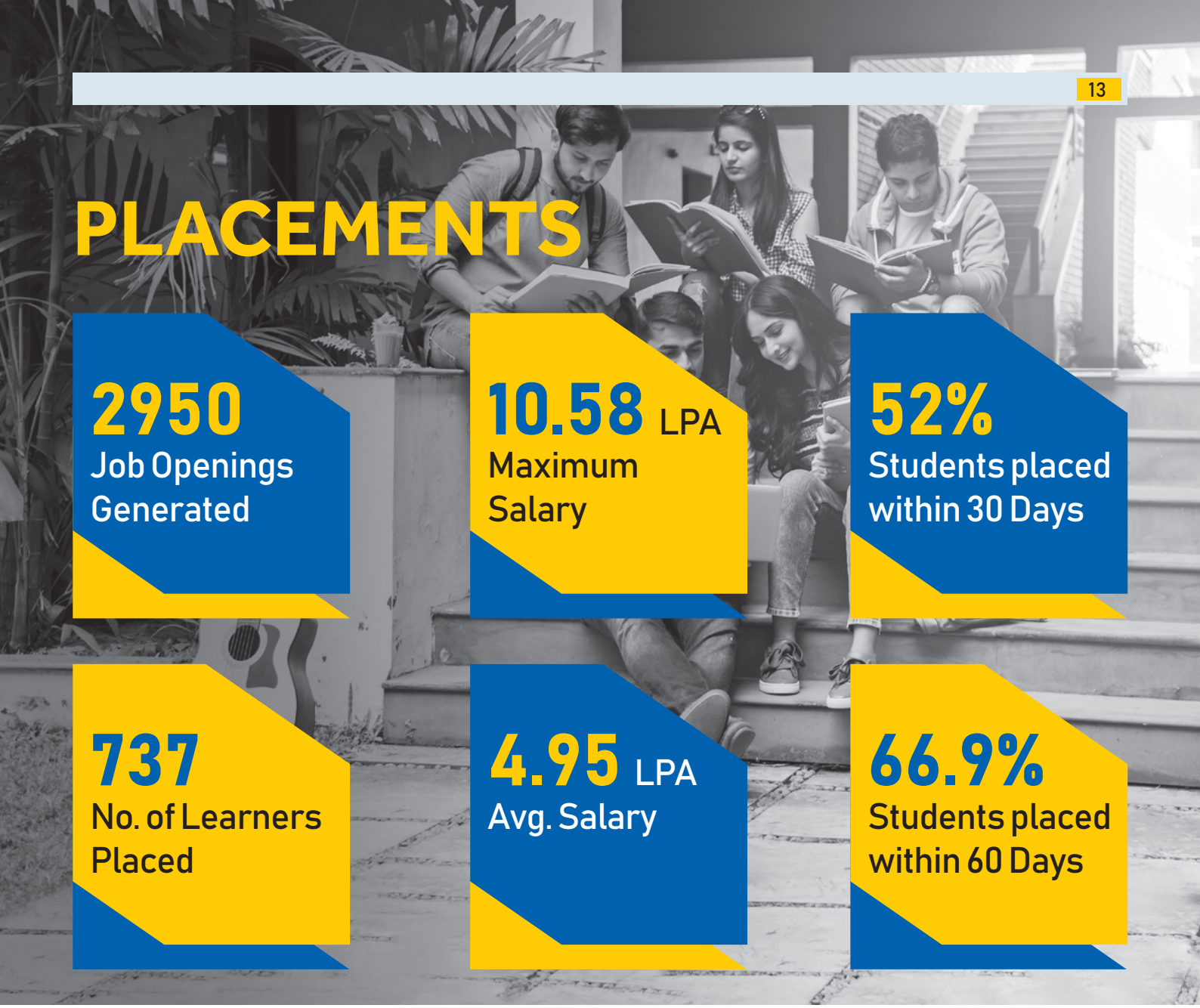
- Pay applicable fees
- Choose payment option
  - Upfront Self Payment
  - Loan Option
  - Instalment Option

PAYMENT

- Make Upfront Payment to avail fee concession
- In case of a loan
  - Apply for loan
  - Complete the loan process

REGISTRATION

Please refer to our website for more details on the program fee and payment process.



PLACEMENTS

2950
Job Openings Generated

10.58 LPA
Maximum Salary

52%
Students placed within 30 Days

737
No. of Learners Placed

4.95 LPA
Avg. Salary

66.9%
Students placed within 60 Days

800+ HIRING PARTNERS

Infosys, HSBC, Allstate, Perfios, CGI, Capgemini, cognizant, SONY, wipro, ITC INFOTECH, happiest minds, BOEING, aurionpro, MassMutual, UST, JPMorgan Chase & Co., QUALITEST, Sapient, SLK, Temus, Tredence, DXC TECHNOLOGY, STELLANTIS, ZenSar TECHNOLOGIES

Placement numbers mentioned are for FY 2023.

... and many more!

SUCCESS STORIES

RISHAB ASIJA

Software Developer

Placed at **CGI**

NIIT believes more in practical knowledge along with theoretical knowledge. It also provides cloud based learning which helps students a lot. It has been a great learning experience for me.

SANDEEP GANDE

Data Scientist

Placed at **Morningstar**

Joining NIIT was one of the best decisions I have made during this crucial stage of my life. The course was designed such that there is enough time for practice and the given assignments are challenging enough.

VISHAL SINGH

Digital Marketer

Placed at **HiveMinds**

I was able to successfully deploy a complete marketing campaign with the help of my team. I got successfully placed in Hive Minds with a good package that you can expect as a fresher.

SAURABH CHAUDHARY

Software Developer

Placed at **Allstate Solutions Pvt. Ltd.**

You can see improvement in your self from day one because this course gave me a industry-level training from day 1.

SUCCESS STORIES

NUPUR VERMA

Digital Marketer

Placed at **Zovomo**

I had a great experience with NIIT. Their daily growth session, new tools, assignments for in-depth understanding was really valuable. This course boosted my confidence, led to my placement.

PALAK GUPTA

Software Developer

Placed at **Go Digit General Insurance Ltd.**

The all-time support and motivation of the faculty members has enlightened me throughout this wonderful journey.

MANO BALASUBRAMANIAM

Software Developer

Placed at **Eurofins IT Solutions India Pvt. Ltd.**

I got placed in my first interview with a package of 8.5LPA. A special thanks to all my mentors who helped me throughout the journey. Overall, it's a good experience in my life, and thanks to NIIT for helping me to get my dream job.

ANIRBAN DUTTA

Data Scientist

Placed at **BNED LoudCloud Systems Ltd.**

Course materials were sufficient to understand the concepts. The mentoring approach was good and working with different students from all over the world was a very new experience to me.

[1] Up to 3 Job selection opportunities, within 120 days from the date of moving into placement bank on successful completion of the program.

[2] 6 days a week or 3 days a week with 2 hours per day of Live Mentor-led online sessions followed by 2 hours of practice as per the learner convenience.

[3] Refer T&C for more details.

NIIT

WWW.NIIT.COM

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