

# PASSIONATE ABOUT ONLINE MARKETING?

Get career-ready with Digital Marketing Program with Generative AI.

- ✓ Masterclasses with real influencers
- ✓ Hands-on experience on live campaign environment
- ✓ Get industry-valued certification
- ✓ 3 placement opportunities upon course completion\*

Book your seat at ₹1500

**NIIT** You are bigger than you think.

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



# DIGITAL MARKETING PROGRAM WITH GENERATIVE AI

## Program Details

<b>Program Duration<sup>2</sup></b>	12 Weeks (1 sprint a day for 6 days of the week) or 23 weeks (3 sprints per week)
<b>Program Eligibility<sup>3</sup></b>	Final year undergraduate students or Graduates in any stream.
<b>Program Fee<sup>4</sup></b>	INR 65,000 + 18% GST
<b>Program Curriculum</b>	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
<b>Mode of Learning<sup>5</sup></b>	• <b>Live</b> Mentor-led Online Classes. Medium of Instruction will be English.
<b>Placement Assistance Eligibility<sup>1</sup></b>	Up to 3 Job Selection Opportunities: • Age < 28 Years • Completed Graduation

## Learning Outcomes



Gain proficiency in Digital Marketing essentials, encompassing SEO, content development, and email strategies.



Excel in Social Media Management by skillfully creating and analyzing content to enhance brand presence.



Advance in Social Media Marketing by developing, managing, and optimizing campaigns for brand visibility.



Utilize Search Engine Marketing tactics such as Google Ads and PPC principles to drive targeted traffic.



Optimize campaigns through data analysis to make informed decisions for strategy enhancement.



Utilize Generative AI tools effectively to enhance digital marketing strategies and implementation.

**Disclaimer:** Program features are subject to change. For latest information refer to our website: [www.niit.com](http://www.niit.com)

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

<sup>2</sup> 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.

<sup>3</sup> Refer T&C for more details.

<sup>4</sup> Check our website for more payment options.

<sup>5</sup> Infrastructure requirement: Access to Personal Computer of defined configuration and Highspeed internet broadband connectivity.

<sup>6</sup> T&C apply.

### TO REGISTER, CONTACT US:



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