

## NIIT, Ireland institute team up for digital marketing course

**Our Bureau**

*New Delhi, Dec 11*

Computer education provider NIIT Ltd has tied up with Ireland's Digital Marketing Institute to offer digital marketing education and professional certification in India.

The two announced the launch of a diploma degree in digital marketing on Tuesday. According to a statement by NIIT, the certificate is recognised globally.

"The programme has been developed in cooperation with many digital companies in the world and is recognised in over 25 countries, including Europe, the UK, the US, South Africa and West Asia," the release added.

With India being the third

largest Internet user, the scope of digital marketing is huge and an increasing number of companies are leaning towards the online marketing approach.

It is estimated that global digital media spends, growing at an annual rate of 10 per cent, would exceed \$104 billion in 2013.

The diploma course will focus on engaging customers online, using the Internet as a marketing channel and planning, implementing and managing digital marketing plans for companies.

The diploma is authorised by the Industry Advisory Council that consists of companies such as Google, Facebook, Intel, Microsoft and others, the release added.