

Your Gateway to

Digital Marketing Career

Explore | Educate | Excel

MOBILE

AD

SEO

E MAIL

VIDEO

SOCIAL
NETWORK

EXECUTIVE PROGRAM IN DIGITAL MARKETING

India's 1st Online Finishing School

JUx

JUx is an Online learning and engagement platform of Jain (Deemed-to-be University) offering industry relevant, in demand programs that enable learners to achieve their career goals. JUx offers you the opportunity to learn from industry pioneers, engage with best industry coaches and mentors who can enhance your career opportunities and make you future ready. We are committed to providing an exciting knowledge experience for every learner and aim to develop a community of learners who can develop their full potential for a promising career. The programs offered by JUx are the perfect blend of theoretical knowledge and practical skill that is in keeping with the current industry requirements.

Jain (Deemed-to-be University)

Ranked among the top universities in India and considered a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent, Jain (Deemed-to-be University) is a hub for learning in every sense of the word.

The University which is based in Bangalore – the Silicon Valley of India, offers a conducive environment for learning, be it academically or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, Jain (Deemed-to-be University) has some of the best minds in the educational and research fields, and centers that inspire entrepreneurship and groundbreaking work to simplify and manage life better.

What makes Jain (Deemed-to-be University) different is its outlook towards life, its values and beliefs. Its ever-evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

About the Program

This Course is designed by Industry experts and focuses on covering the essential marketing and advertising concepts, along with in-depth knowledge of Digital marketing and analytical tools.

In order to have practical learning experience, most concepts will be linked with hands-on training, where the students will work on Ad copy creation, website optimization (SEO), live experience of analyzing responses by using Analytical tools and optimization of campaigns through Google Ads are some of the key features of the program.

At the end of this course, the participants will understand various channels and activities essential to plan to implement and manage an effective digital marketing strategy for their businesses and also make them ready for jobs. The course will equip them for various digital marketing certificates like Google ads, Hubspot and Google Analytics.

This course will help participants to learn how to leverage digital marketing strategies to gain a competitive advantage for both their business and career. This program is recommended to anyone involved in planning, implementing or monitoring digital marketing strategies at their organizations or anyone who is looking to add new skill set and pursue a career in digital marketing. This program is suitable for professionals of all levels and disciplines.

Course Start Date: 9th June 2020

Duration of the Course: 50 Hours (5 Weeks)

Class Schedule: 5.00 PM to 7.30 PM

on Tuesdays, Thursdays, Saturdays & Sundays

Mode of Delivery: Online Instructor Led

Key Highlights

- Get Certified from Jain (Deemed-to-be University).
- 11 Certificates for completing various modules like Google Ads, Google Analytics, Bing Ads and SEM Rush.
- Instructors from Jain (Deemed-to-be University) and Industry
- Master Classes – Well Crafted Webinars and Workshops delivered by Industry Experts
- Access to the latest tools and techniques along with their business applications
- Weekly Assignments for better understanding of concepts
- Curated Mentorship
- 24*7 LMS Support
- Career Support – Webinars on Personality Development & 1:1 Career Counselling Sessions
- Placement Assistance

Who can take this program?

- Professionals who needs in-depth knowledge on Digital Marketing channels.
- Sales & Marketing Professionals who want to acquire Digital Marketing skills.
- Entrepreneurs who want to maximize Digital channels to grow their business.
- Students who want to pursue career in Digital Marketing.
- Any Graduates/Post Graduates can join this course.
- Students Pursuing Graduation and Post Graduation

Curriculum

Level 1 Digital Marketing Fundamentals

- Marketing & Principles of Marketing
- Introduction to Digital Marketing
- Introduction to Search Engines
- Website Planning & Creation
- Website Wireframe
- WordPress Website Designing
- Advanced Keyword Research

Level 2 Digital Marketing Core Modules

- Search Engine Optimization
- Google My Business
- Social Media Optimization
- Social Media Marketing
- PPC/ Google Ads
- Bing Ads
- Google Analytics

Level 3 Digital Marketing Add-ons

- Online Reputation Management (ORM)
- Email Marketing

Level 4 Digital Marketing Advance Strategies & Planning

- Advanced SEO Techniques (White Hat & Black Hat) (Mobile SEO, National SEO, International SEO & E-commerce SEO)
- Google Ads Campaigns creation, Remarketing & Reporting
- Social Media Marketing & Social Media Optimization
- Lead Generation Tools, Tips & Tricks

Level 5 Crack Interviews

- Portfolio Creation
- Interview Q&A
- Placements Training
- Mock Interviews

Learn 30+ tools to leverage digital marketing strategies

- Keyword Research Tools
- SEO Tools
- Content Tools
- Email Marketing
- Social Media Marketing Tools
- Landing Page Builder
- Image Creation Tools
- Royalty Free Images
- Analytics Tools

Course Outcome

Upon completion of the course students will be able to

- This course would provide the participants with an overall knowledge about various Digital Marketing channels and strategies.
- On completion of the course participants would be able to implement digital strategies for their business or to build their career.
- Most importantly, the students will develop the required confidence and ability to crack their forthcoming interviews

Orientation and Batch start Date:

- Online Instructor Led
- Orientation 7th June 2020
- Batch start Date 9th June 2020

Job prospects

Digital Marketing Analyst

Digital Marketing Executive

Digital Marketing Manager

Social Media Executive

Social Media Manager

Social Media Analyst

PPC Manager

SEM Analyst

Campaign Manager

SEO Analyst

Content Writer

ORM Executive

ORM Manager

Skilling Partner

