



## LET YOUR CAREER GROWTH GO VIRAL!

Ace the Digital world with the **Post Graduate Programme  
in Digital Marketing and Branding.**

## Living the Digital Life

Today's life revolves around the Internet. Digital is bigger than physical. Our day starts not with the newspaper but catching news snippets on apps like InShorts or BuzzFeed. From booking a cab to college, to buying that latest fashion online, to asking Google for all our answers, we have come to depend on Mr. WWW for everything.

The digital world today is not a dream. It is a reality staring us in the face, with limitless possibilities and countless avenues of success. It is dynamic. Forever transforming, adapting and throwing up new surprises. As terabytes of data get consumed every nanosecond, the mathematics of it all is staggering.

## Rule the Digital World

Digital Marketers today need to know it all. The challenge is to consistently stay ahead of the curve for which students need to learn much more than just the basics. They need a programme that sets a high standard of knowledge and a strong base for a budding marketing career.

With **NIIT's Post Graduate Programme in Digital Marketing and Branding**, we make sure that our experts prepare our learners for not just landing that dream job but also arm them with the latest skills and expertise to hold on to for a sharp and upward career graph.

This programme is unique as it is geared towards providing a long-term career in digital marketing with a focus towards not only the tools & techniques used in digital marketing but also on business & leadership skills that will equip the students to become future leaders in this fast-paced digital world.

**20 Lakh**  
Jobs  
by 2020

**3 Lakh**  
Average  
Salary  
Per Annum

Increase in  
Digital Marketing  
spends from  
**15% to 24%**

**40%**  
Industry  
growth

## Programme Objectives:

Learn advanced social media tools and techniques to execute compelling social campaigns

Master the process of organically driving traffic on website/webpage

Create viral mobile marketing campaigns

Manage backlash, issues or complaints online and build positive perceptions of brands

Run email marketing campaigns for your businesses and brands

Use analytical tools to analyse data of the digital platforms

Acquire skills to conduct market research to understand what customers think and want

Learn how to build and execute an Integrated Digital Marketing Strategy

## Programme Features

The **Post Graduate Programme in Digital Marketing and Branding** turns learners into all-rounded professionals with expertise in a host of specialised areas of digital marketing with a comprehensive coverage of fields like - Social Media Marketing, Content Planning, SEO, and SEM. Experienced industry practitioners deliver the programme on **NIIT Digital**- our very own online learning platform.



Assurance of  
3 Interviews



Mapped to  
Global certifications–  
Facebook and Google



Virtual Online programme–  
282 hrs instructor-led  
+ 140 hrs guided practice



LIVE classes by  
industry-experienced  
instructors



Faculty and  
peer interaction

## Programme Modules

The programme starts from the fundamentals of marketing, focussing on laying a strong foundation in Marketing and Digital, with covering essential concepts of marketing like segmentation, targeting & positioning, advertising & sales promotions, integrated marketing communications, product & brand management, digital models & channels.

After laying a strong foundation for an individual, the programme moves onto covering digital marketing concepts, tools & techniques such as Social Media Marketing, Content Planning & Promotions, Email Marketing, Digital Analytics, Mobile Marketing, SEO, SEM & Inbound Marketing; making sure that the learner is equipped to launch his career in digital marketing.

Once the learner is equipped with the digital marketing tools & techniques, the programme focusses on equipping them with business & leadership skills such as; integration of marketing with business, market research, managing digital initiatives, creation of digital strategy, managing digital marketing clients for a learner to become an advanced professional in digital marketing at the end of the course.

Module 1	Module 2	Module 3
<ul style="list-style-type: none"> <li>• Overview of Marketing</li> <li>• Introduction to Digital Marketing</li> <li>• Email Marketing</li> <li>• Social Media Marketing</li> <li>• Website Fundamentals and Tools</li> <li>• Content Planning and Promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Search Engine Marketing (SEM)</li> <li>• Search Engine Optimization (SEO)</li> <li>• Digital Analytics</li> <li>• Inbound Marketing</li> <li>• Mobile Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Market Research - Primary &amp; Secondary</li> <li>• Online Reputation Management (ORM)</li> <li>• Customer Relationship Management (CRM)</li> <li>• E-commerce Optimization</li> <li>• Preparation for certifications</li> <li>• Business Perspective in Marketing</li> <li>• Managing Digital Initiatives</li> <li>• Client Management Professional Skills Training</li> </ul>

## Career Opportunities in Digital Marketing



**SEO Executive** – Searching for that nearby restaurant, local carpenter, the new bike reviews, etc. on a browser gives out the desired results because we work hard to make web easier and search friendly. Keywords are the main source to our world of success.



**Client Servicing Executive** – Human relations are the most complicated thing yet, we make them simple. Discussing relevant issues with the clients and making work easy for the various teams back in our office is our key work. Simplification of work and ensuring the timely delivery are the work that we enjoy.



**Display Media Executive** – We follow you wherever you go on the Internet. Be it those awesome high heels or that swanky bag that you have been drooling over, we ensure that you see them again and again, so that you end up purchasing your dreams.



**Copywriter** – Languages simplified for better comprehension, correct grammar and punctuations, we are the Grammar Nazis in action. We ensure that you engage with the best of content.



**Social Media Executive** – For us, 'Content is King'. We ensure that you see the best of content as soon as you wake up for the day. 'Ninja' is the perfect name coined for us, as we deal with so many platforms and algorithms, to engage with you.



**Paid Media Executive** – CPE, CPM, CTAs are the jargon we thrive on. Excel sheets, correct calculations and understanding the right TG to be targeted are the most important sauces for our success.



**ORM Executive** – We are the people behind the scenes of every conversation that a user has with any brand. Providing quick resolutions and escalating issues that need urgent attention are what we do with a magic wand. So, the next time you complain or express gratitude, know that we are the ones who respond.

## NIIT DIGITAL ADVANTAGE

This programme is delivered on **NIIT Digital**- our online learning platform. From a classroom-like experience to faculty and peer chat, this multi-featured platform is sure to make learning a rich and fun experience for you.



**LIVE ONLINE CLASSES**



**CLASSROOM-LIKE EXPERIENCE**



**PEER AND FACULTY CONNECT**



**LEARNING RESOURCES**



**ROLE PLAYS AND CASE STUDIES**



**NEAREST NIIT CENTER SUPPORT**

“ *There is an urgent need for real talent in our industry when it comes to marketing for this digital generation...those with these skill sets will flourish.*

**Manan Shah** (Director - Marketing, Truecaller)

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*As a Digital Marketeer I have worked for many companies, institutions and students in the last decade. What I felt was that there is a need of a course which can build the understanding of Digital Marketing strategy and its implementation. I thank NIIT for tying up with Adobe to bring a good learning experience. I am satisfied with the learning and would certainly recommend the programme to all.*

**Alumni NIIT - Omkar Nath Nandi** (CEO, Extensive Online)

Visiting Faculty: IITs & Army College of Management

“ *Marketing & Growth functions are merging in digital first companies... a good understanding of marketing first principles, technology, analytics and creativity. An Advanced Digital Marketing programme from NIIT...for the ever-evolving digital landscape.*

**Daman Soni** (Head - Growth & Marketing, Mobikwik)

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**NIIT**