Digital Marketing Master Program

India’s most intensive 150+ hours program designed and delivered by Industry veterans for high-performing individuals who want to get practical and experiential learning, along with soft skills and Career Services.

EDUPRISTINE
Empowering Professionals
20L Jobs by 2020: Demand is High, But Skill-gap is the Barrier

It’s no secret that Digital Marketing has made deep inroads into every industry and sector. The dearth of talent in India has made Digital Marketing emerge as a hot career choice for graduates and post-graduates. This also means, if you enter digital marketing now, you will be in the demand spotlight. EduPristine has come up with the right solution for you and has built its program to give you end-to-end career support, right from skill-based training to job assistance. We intend to make you job ready!

5 in 1 course that helps you bridge the skill gap and prepares you to be job ready

**Digital Marketing Training**
Practical and experiential Digital Marketing training makes you subject matter expert and a confident marketer.

**Market Ready**
Career Services team shares your profile with recruiters, helps you prepare for the interview and schedule interviews for jobs and internships.

**Soft Skill Training**
Soft skills training helps you to improve your presentation skills, public speaking skills, resume writing skills, and interview skills.

**Digital Library**
Digital Library is a collection of advanced video lessons which help you deep dive in the marketing world thereby supporting continuous learning.

**After Course Engagement**
After Course Engagement (ACE) supports your continuous learning through special sessions, case studies and student discussion forum.
Program Highlights

- 1 hrs On-boarding Live Session
- 90 hrs Digital Marketing Classroom Training
- 50+ hrs Digital Library Lectures
- 15 hrs Softskill Classroom Training
- Self-paced Learning Content
- Real-time Practical’s & its Implementations
- 1 Domain Name
- Assured 6 Months Web Hosting
- 1 Live Website Deployment

- 1 Business Email Account
- Prepare for International Certifications
- 24*7 LMS Access
- Industry Expert Trainers
- Dedicated Discussion Forums
- After Course Engagement (ACE)
- Digital Library Access
- 100% Job Assistance

Classroom Training
Get great practical knowledge in a highly interactive environment at an EduPristine center near you!

Corporate Training
Get customized training solutions for your company or team, choose from Foundation, Intermediate and Expert Levels.

Our Training Methodology
Our learners can expect an eclectic mix of case studies, digital marketing tools, and the hallmark methodology of learning through a live website. Pioneered by EduPristine, hands-on practice through a live website, ad budget, and real-time implementation is the best way to learn digital marketing. This methodology offers real-life challenges, compelling learners to apply concepts in the class.

Our Students Work In Companies Like

- HSBC
- Brita Sun Life
- Coca & Kings
- DHFL
- Justdial
- Hindustan Times
- Infosys
- Capgemini
- CISO Platform
- Bookmyshow
- Bosch
- HomeShop18
- Future Group
- Godrej
- Flipkart
- MagicBricks
- Practo
- Hitachi
- Asian Paints
- GirnarSoft
- Firstcry
- Haldiram's
- Wizcraft
- Fossil
**Program Curriculum**

**Module Details – Program Curriculum**

1. Overview of Digital Marketing
2. Website Creation and Audit
3. Website Planning and its usages in marketing Mix
4. Search Engine Optimization (SEO) – On-Page
5. Search Engine Optimization (SEO) – Off-Page SEO (including Back Linking)
6. Search Engine Optimization (SEO) – Local SEO & Google My Business Listing
7. Blogging and its SEO Benefits
8. Technical SEO – CDN and Cache
9. Google Search Console – Webmaster and Website Audit
10. Real-time analytics and mouse tracking using heatmap
11. Content Marketing
12. Mobile Marketing and Optimization
13. Mobile First Strategy Vs Desktop First Strategy
14. Accelerated Mobile Pages (AMP) and its importance
15. Native Mobile App Vs Web App (Progressive & Responsive)
16. App Store Optimization (ASO) and Performance Tracking
17. Search Engine Marketing – Pay Per Click
   - Search Advertising
   - Display Advertising
   - Video Advertising
   - Shopping (Product Listing) Advertising
   - Universal App Ads
18. A/B Testing and Monitoring
19. Remarketing Strategies and Campaigns
20. Campaign Performance Evaluation
21. Over the Top Marketing (OTT)
22. YouTube Channel Management & Video Ads
23. Facebook Marketing
24. Instagram marketing
25. LinkedIn Marketing
26. Twitter Marketing
27. Quora Marketing
28. Social Media Management Tools
29. Online Reputation Management
30. Email Marketing and Lead generation
31. Marketing Automation
32. Affiliate Marketing
33. Funnel Marketing and Growth Hacking
34. Web Analytics – Google Analytics
35. Conversion Rate Optimization (CRO)

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**Digital Library – Curriculum**

1. Facebook Bot Marketing with Mobile Monkey
2. Media Planning and Buying
3. Influencer Marketing
4. Google Tag Manager (GTM)
5. Advance Optimization of the Facebook Business Page
6. YouTube Channel Management, its SEO and Monetization
7. Web Monetization and Google AdSense
8. Web Monetization using Double Click for Publisher (DFP) by Google
9. Graphic Design for Marketers
10. LinkedIn Personal Profile Optimization
Some Digital Marketing Tools That You Will Learn In Class

Google AdWords, Adalysia, Google AdWords scripts, MailChimp, leadsquared,

facebook, Hootsuite, Google Alerts, mention, Google AdWords Editor,

SEO REVIEW TOOLS, Yoast, SpyFu, Twitter Ads, Search Engine Optimization,

facebook Power Editor, heatmap, Google Search Console, SubjectLine.com, Google AdWords Keyword Planner,

Buzzsumo, Moz, Quora Ads, Google merchant center, Uber suggest,

rankwatch, LinkedIn Marketing Solutions, YouTube Advertising,

Our Affiliation & Partnerships

Microsoft Imagine Academy Program Member, Google Partner, Digital Marketing Association
Best Certifications in the Industry

Get ready to level-up and boost your CV with Internationally Valid Certificates*. Boost your skill-set and get certified by highly esteemed entity like Digital Marketing Association.

With our intensive Digital Marketing Program, we help you to prepare for the following certifications that are most-sought-after by recruiters in the job market:

- Google Analytics
- Facebook Blueprint*
- SEMrush
- HubSpot
- EduPristine Certificate of Excellence
- EduPristine Certificate of Participation

*Candidate needs to pay the exam fee to Facebook

The program also helps you to prepare for 6 AdWords certificates:

- Adwords Fundamental
- Video Advertising
- Search Advertising
- Shopping Advertising
- Display Advertising
- Mobile Advertising
### Exhaustive Classroom Training

<table>
<thead>
<tr>
<th></th>
<th>Weekday Training</th>
<th>Weekend Training</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DAYS</strong></td>
<td>Mon to Fri</td>
<td>Sat &amp; Sun</td>
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<tr>
<td><strong>DURATION</strong></td>
<td>6 to 10 Weeks</td>
<td>11 Weeks</td>
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### Learn from the Leaders in Education

EduPristine is a member of Adtalem Global Education (NYSE: ATGE), a global education provider headquartered in the United States. Adtalem is a $1.2 billion (INR 7560 crores) company that has nine institutions and companies with more than 16,000 employees spread across 145 locations. Adtalem takes pride in training 142,000 degree-seeking students all over the world. The organization’s purpose is to empower students to achieve their goals, find success and make inspiring contributions to our global community. EduPristine is one of India’s leading training providers in Analytics, Accounting, Finance, and Marketing. Founded in 2008, EduPristine has a strong online platform and network of classrooms across India and caters to self-paced learning and online learning, in addition to classroom learning.

- A large alumni network of 50,000+ students
- 15+ locations & 35 industries
- A faculty pool of 250+ industry experts
- Soft skill training & Career Services

### Student Testimonials

**Lectures were very informative and at par with the current times. Approachable lectures and lively environment has helped in making the Program a memorable one. This Program will certainly help everyone looking forward to make big in the Digital Industry.**

Jheel Kacharia, Franchise Sales Manager

**The structure of the digital marketing Program online is easy to understand and well-organized. This Program is a great foundation for Digital Marketing jobs, which makes it worthy to pursue. The Staff is co-operative, hence making it easy for us to grasp the nitty-gritties of Digital Marketing through their practical approach. I strongly recommend people to take this Program**

Andrea Pereira, Assistant Manager