



<b>Course Name</b>	<b>Advanced Certification in Digital Marketing and Analytics</b>
<b>Course Name as on Certificate</b>	<b>Advanced Certification in Digital Marketing and Analytics</b>
<b>Certificate Type</b>	Certificate of Completion by IIT-MADRAS
<b>Certificate Issued by</b>	IIT MADRAS
<b>Course Objectives</b>	<p>This certification in Digital Marketing and Analytics is conducted by leading experts from IIT Madras and Intellipaat who will assist you in kick-starting your career in these domains through the vast industry-relevant experience that they carry.</p> <p>Also, the course curriculum along with videos, live sessions, and assignments will help you gain in-depth knowledge in Digital Marketing, apart from providing hands-on experience in these domains through real-time projects.</p>
<b>Eligibility</b>	<p>Individuals with a bachelor's degree and a keen interest to learn Digital Marketing and Analytics</p> <p>IT professionals looking for a career transition to Digital Marketing and Analytics</p> <p>Professionals aiming to move ahead in their IT career</p> <p>Digital Marketing professionals willing to validate and develop skills in the domain.</p> <p>Developers and Project Managers</p> <p>Fresher's who aspire to build their career in the field of Digital Marketing</p>
<b>Pre Requisites</b>	No Prerequisite
<b>Target Segment</b>	Working Professional & College students who want to have career in Digital Marketing field
<b>Course Content</b>	<b>See Enclosed Progamme details – as Annexure</b>
<b>Pedagogy</b>	The primary method of instruction will be through Live lectures that will be delivered online via internet to participant desktops/laptops or classrooms. The lectures will be delivered by eminent academicians and practicing industry experts. The programme will be primarily taught though a combination of lectures, discussions, exercises and labs. All enrolled students will be provided access to our LMS through which students can access other learning aids, reference materials, assessments and assignments. Throughout the duration of the course, students will have the flexibility to reach out to the Intellipaat support for doubt clearance as well as they can clarify the doubts with the faculty in the session as well as over email.
<b>Assessment</b>	50+ Industry specific projects and case studies
<b>Programme Faculty</b>	Dr. Thenmozhi, Dr. Babji, Mr.Suresh Ramadurai
<b>Duration</b>	Weeks: 20 Weeks      Hours : 400 hrs of applied learning
<b>Class Schedule</b>	08:00 PM to 11:00 PM Every Saturday & Sunday/ 7:00 AM to 9:00 AM Weekdays
<b>Programme Highlights/USPs</b>	<ul style="list-style-type: none"> <li>• Learn from IIT Madras Faculty &amp; Industry Practitioners</li> <li>• 20+ Industry Projects &amp; Case Studies</li> <li>• IIT Madras is India's number 1 Engineering college</li> <li>• Career Services by Intellipaat</li> <li>• 24*7 Support</li> <li>• 2 Days campus immersion at IIT Madras</li> <li>• 3 Guaranteed Interviews by Intellipaat</li> </ul>



## Program Description Document Template

### ANNEXURE 1

#### Program Curriculum

- Module 1: Search Engine Optimization (SEO)
- Module 2: Understanding Business Problems
- Module 3: Marketing Principles
- Module 4: Marketing Mix Decisions
- Module 5: Branding Marketing and PR Communications
- Module 6: Marketing Analytics
- Module 7: Social Media Optimization (SMO)
- Module 8: Video Marketing
- Module 9: Paid Marketing
- Module 10: Email Marketing
- Module 11: Landing Pages
- Module 12: Affiliate Marketing
- Module 13: Content Marketing and Influencer Marketing
- Module 14: Digital Marketing Analytics and Strategy and ROI Measurement

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