



JAGRAN INSTITUTE OF MANAGEMENT AND MASS COMMUNICATION



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JAGRAN INSTITUTE OF MANAGEMENT

SHORT TERM

DIGITAL MARKETING CERTIFICATE COURSE

Grow your career and business!

STARTS FROM: 17TH MARCH, 2025

KEY HIGHLIGHTS

- ✓ 3 Weeks Certification Program (15 Hours)
- ✓ Useful for Internship/Placements
- ✓ Industry Trainers and Networking Opportunities
- ✓ In alignment with NEP 2020
- ✓ Proficiency and Advancement in Career
- ✓ Live Projects/Assignments

FEES

- ✓ **Rs. 2000/-** Faculty/Industry Professional
- ✓ **Rs. 1500/-** Research Scholars and outside Students
- ✓ **Rs. 1000/-** Students of Jagran Education Foundation

COURSE COORDINATORS

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FOR REGISTRATION
& MORE INFO:
SCAN



Jagran
An Initiative of Dainik Jagran

Scroll down for Detailed Module Details and Registration link

Detailed Research Modules Available in Offline and Hybrid Mode

15 Days Program Course (1:00 Hours class) Monday to Friday

Module 1: Introduction To Digital Marketing

The first module focuses on delivering advertising through digital channels. The course offers an overview of how it equips students with the necessary skill sets to create a successful online marketing strategy.

Module 2: Website Planning & Analysis

The module will guide how to plan the website creation process to avoid problems such as low speed and poor navigation. The focus is on creating an intuitive and user-friendly website.

Module 3: Search Engine Optimization

In this module, participants will be exposed to various forms of SEO, including on-page and off-page SEO. The module will also cover creating a link tree to improve website ranking.

Module 4: Social Media Marketing

The module will provide instruction on utilizing social media platforms' data analytics tools to track ad campaign performance. It will also cover techniques for communicating with existing and potential customers through promotional efforts.

Module 5: Finding target market and segmentation

Various advertising types and implementation approaches will be covered in this module, providing comprehensive knowledge of search engine marketing.

Module 6: Google Ads

Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.

Module 7: Video Advertising

In this module, you will receive training on how video advertising operates and how to target a specific audience niche to achieve a high click-through rate. Additionally, you will learn how to create engaging and visually appealing videos that will resonate with your audience.

Module 8: Integration of CRM in Marketing

This module aims to instruct students about the advantages of email marketing and the diverse strategies that can be utilized to succeed in their email marketing campaigns.

Module 9: Podcast, Business Networking in Social Media

In this module, learners will be taught that content marketing and blogging involve discovering the appropriate language to engage readers and maintain their interest in the content.

Module 10: Google Web Analytics

The module will provide instructions on measuring website activity and behavior, such as the number of visitors, time spent on the website, popular web pages, and other relevant metrics.

[Scan for Registration](#)



Contact No: 8840837539

Click for Registration

<https://forms.gle/Ug4F5rqLuvzzhzun6>

Evaluation criteria

- MCQ Test
- Project work
- Assignment
- Website creation in real time

Outcome of the program

In hand project

Internship strengthens

Developing Industrial contacts

Helps in better CV/Resume

Skill Development

Note: to qualify for certification 80% attendance is compulsory

Course Fees

Rs.2000- Faculty/Industry professional

Rs.1500-Research Scholars and External Students

Rs 1000- Students of JIM, JIMMC and Jagran College of Arts, Commerce and Science

WHO CAN ATTEND: Startups/Entrepreneurs, Marketing Professionals, Working Professionals, AI enthusiast, College Students, Unemployed people, Career Transitioners and other interested participants.