National Institute of Electronics and Information Technology

(An ISO 9001:2015 certified Organization)
Ministry of Electronics and Information Technology
Government of India

Online Course Prospectus

Digital Marketing

Course Description

In this course, students will learn about different aspects of Digital Marketing and how they come together in a cohesive and effective Digital Marketing plan. Students will study the function of search engines and different Google ranking techniques, they will also gain practical exposure to search engine optimization techniques and preparing proper keyword listings. Besides this student will also get exposure about Google Ad words, bidding strategy and pay per click model and they will be able to hone their skills on social media optimization such as Google, Facebook etc.

Click Here to Register

OR

Scan QR Code

Who can attend?

Anyone who is interested to build their career in Digital Marketing, including:

- ❖ Complete Beginners
- ❖ Professionals looking to bridge gaps in their knowledge.

Course Content

- ❖ Digital Marketing Basics
- ❖ How the search engine works? Search Engine Techniques, Page Rank Technology
- ❖ SEO of an Image, Backlinks
- ❖ Blogger, Meta Tags
- ❖ Affiliate Marketing
- ❖ Google Search Console/Web Masters Tools, On-page and Off-page SEO
- ❖ Google Trends, Mobile Friendly view
- ❖ Google AdSense
- ❖ Google AdWords, Creating Ad, Campaigns
- ❖ Keyword Planner
- ❖ Alexa Ranking Tool
- ❖ YouTube Studio and YouTube Channel.
- ❖ Facebook Ads

Prerequisite

- ❖ Candidate must have computer / laptop.
- ❖ Software: Windows OS (7 or above), Google Chrome (can be downloaded from respective websites)
- ❖ Internet connection with good speed.

Duration

- ❖ 4 Weeks

The internship/industrial training programme includes about 40 Hrs of intensive interactive instructor-led online sessions and about 60 Hrs of practical assignments that student can perform at their end.

Certificate

Digitally signed *e-Certificate* will be issued to each participant after completion of the training. Participant needs to maintain minimum 75% attendance during the online classes and is required to score minimum 50% marks in the online test/quiz in order to successfully complete the course.

How to Apply

Interested candidates may apply online on the link https://nielit.gov.in/haridwar/content/online-courses after submitting the Course Fee in following account:

Name	:	NIELIT Haridwar
Account Number	:	12922122001331
IFSC Code	:	PUNB0129210
Bank Name	:	Punjab National Bank
Branch	:	Pentagun Mall, SIDCUL, Haridwar

You may also use our Virtual Payment Address (VPA) *hdw.nielit@pnb* for UPI Transfer.

NOTE: Copy of transaction slip is required to be uploaded at the time of filling online form. Candidate may keep a copy of the same for future reference.

Terms and Conditions

1. In case, any registered candidate could not attend the online session due to technical issue at their side there will not be any refund of the course fee and the sessions will not be repeated.

2. In case, the online course is cancelled/postponed due to some technical issue at NIELIT side and new date is not convenient to the candidate, our liability is limited to the refund of the course fee and NIELIT shall not be responsible for any consequential damages.

Course Coordinator

Mr. Kailash Chandra Joshi
Ph: 8171627088
Email : haridwar@nielit.gov.in

Faculty Profile

Mr. Nikhil Ranjan, currently working as **Programme Coordinator** at the National Institute of Electronics and Information Technology (NIELIT) Haridwar. Being a lifetime member of the Computer Society of India (CSI), International Association of Engineers (IAENG) etc. he is very active in various academic activities. He has about 13+ years of experience in the field of the Education Sector and Industry.

NIELIT Haridwar is the Regional Centre of NIELIT in the state of Uttarakhand and is situated in SIDCUL Haridwar. It is well known for the advanced training programmes in the areas of Future Skills such as **Cloud Computing, Machine Learning, Artificial Intelligence, Internet of Things, MATLAB, Big Data, Embedded Systems etc** in addition to the various National Skill Qualification Framework (NSQF) aligned long-term and short-term courses in Electronics & Information Technology. The Centre has **MOUs** with various prestigious institutions and Universities of Uttarakhand for academic collaboration, technical support, summer/industrial training and internships of the students. The Centre provides a conducive learning environment with the state-of-the-art infrastructure and expert faculties.

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join our Whatsapp Group

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