

NATIONAL INSTITUTE OF ELECTRONIC AND INFORMATION TECHNOLOGY (NIELIT)
An Autonomous Scientific Society of Ministry of Electronics and Information Technology Govt. of India
Delhi Centre

CERTIFICATE COURSE IN DIGITAL MARKETING

Pre-requisite: Working knowledge of Computer

Duration: 80 Hours

Course Outline:

1. Digital Marketing Overview
2. Web Design & Development
3. Search Engine Optimization
4. Google Search Console
5. E-mail Marketing
6. Wordpress
7. Google Analytics
8. Project Work

Admission Process: Apply Online at- <https://onlineapply.nielit.in/>

Course Fees: Rs. 8000/- inclusive 18% GST

Course Highlight:

- ✓ Well structured course & hands on practice session
- ✓ Soft copy and PPTs of course contents will be shared
- ✓ Module wise assignments for practice
- ✓ Assessment at completion of course
- ✓ Digitally signed E-Certificate on completion of training

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