Digital Marketing Professional Course

Why Digital Marketing?

The rapid growth of Digital Marketing industry is a direct consequence of the global phenomenon that is the internet and effectiveness of digital marketing channels in generating revenues and compared to traditional methods of advertising, Digital Marketing offers:

- REALISTIC COSTS (IMPORTANT FOR SMALL & MEDIUM BUSINESS AND STARTUPS.
- ACCURATE TARGETING OF PROSPECTIVE CUSTOMERS.
- EXCELLENT ANALYTICAL REPORTING.

With the launch of Government of India's Digital India campaign, global giants like Facebook and Google are planning to open their campus in Hyderabad. Meanwhile, Digital Marketing has been the buzzword in the Indian job market and a great career choice of the future.

Who is this Program for?

This Course is for beginners and is ideal for anyone who wishes to learn the fundamentals of Digital Marketing and pursue a career in this growing field.

Career Choices

After Certification, the students can choose to start their career in different capabilities:

- Digital Marketing Strategist
- Digital Marketing Executive
- SEO Analyst
- Social Media Specialist
- Google Ad words Specialist'
- Email Marketing Specialist
- Web Analyst
- Online Reputation

The Students can also choose to adapt specialized roles:

- Professional Blogger
- Affiliate Marketing and Ad sense
- Freelancer
- Own agency
- YouTube

Programme Overview

This course aimed at creating highly competent and professional workforce for the small-medium sized business and start-ups, accurate targeting of prospective customer and excellent analytical reporting.

· **Get certified by HANSRAJ:** Upon completing the course, earn a Certificate of Completion from HANSRAJ – the NAAC A+ Premier Grade Institution.

· **Training imparted by eminent experts from industrial experts**-Our instruction panel consists of a mix of renowned industry leaders in the same domain and accomplished subject matter experts, who not only co-develop the program with us, but also monitor the students.

· **Detailed modules along with latest E-Certifications and tools**– Our aim is to nurture sharp minds with latest industry practices and cutting-edge curriculum. Each program is delivered using industry relevant content, real industry case studies and project work and internships.

· **Live Project & Interactive Classes** – The training is valuable as it is built around the context of work, enabling them to learn by working and observing.

Certifications**-

- HANSRAJ CERTIFICATION (Jointly with Apar India-NSDC Funded Partner)

- Industry Relevant Certifications assistance.

Placement Assistance*

- Having a very Good placement cell helping students to place in various companies along with freelancing projects and Self-Entrepreneurship Mindset.
- Our Team of in-house advisors assists the students on all fronts-be it career counselling or support or program-related doubts.

Course Duration: 6 Months
Course Fee: INR 68,000/-

For enrolment ,Candidates may contact on 9310111133 / 9310111144.
Email-hansraj@aparindia.in.
For more details- http://hansrajdigital.com/

Note-This program is delivered in association with Surbhi India Technology Pvt. Ltd (Brand Name- Apar India).

*- Placement Assistance – Institute will provide Placement opportunity and clearing the Selection process is the responsibility of the candidate. Institute doesn't guarantee the Job.

** Certifications- For all the certifications Students need to appear for the exam and clear the exam. Taking admission doesn't guarantee for the certification.