

# Executive Program in Digital Marketing

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For working professionals to upgrade career

Comprehensive • 1 month • Post-course support

**talenter academy™**



# Comprehensive

All our courses are very comprehensive covering all the relevant topics to make the students professional competent. We regularly update the course materials to match with industry and technology updates.

# Hybrid

Our course delivery is hybrid utilising the instructor-led online training along with the latest technology-based learning management system (LMS). All students get access to the LMS 24/7 enabling them to learn and practice anytime from anyplace.



# Individual attention

To provide individual attention and to make the classes interactive our batch sizes are limited to only 6 members in a batch.

# Certifications

Other than the course completion certificate, we provide the guidance and training to appear for different global certificates. Certifications give students a professional edge by providing globally recognised endorsed evidence of their skills.



# Instructor-led training

Online training using LMS and web conferencing

The whole course will be planned and managed by Learning Management System (LMS). Online classes will be conducted over Web conferencing as per the pre-scheduled slots. The online classes will instructor-led and will be very interactive and members can ask questions and clear their doubts.



# Money-back guarantee

All courses have 100% money back guarantee

If student is not satisfied with the course and discontinued the course within the initial 7 days, the full course fee paid will be refunded.



# Course modules

- Introduction to Digital Marketing
- Website Domain
- Website Hosting
- Elements of Website
- Website Management
- Inbound Marketing
- Search Engine Optimization
- On-page SEO
- Off-page SEO
- Bing SEO
- Google Search Console
- Reporting and Analytics
- Google Analytics
- Google Ads
- Local Search
- Social Media Marketing
- Facebook
- Facebook Ads
- Instagram
- LinkedIn
- Twitter
- Pinterest
- YouTube
- Mobile Marketing
- E-mail Marketing
- Affiliate Marketing
- Social Media Management
- Digital Marketing Strategy
- Take Your Small Business Online
- Certification Opportunities
- Digital Marketing Tools
- Digital Marketing Blogs and References



# Course details

## Training method

Both Instructor-led online training and Classroom training options are available.

## Course duration

1 Month.

Instructor-led Online Training / Classroom Training:  
1 hour per day.

Monday to Saturday 9 am to 10 pm.

Recorded Class and Online Training: 2 hours per day.  
Available 24/7 on LMS.

## Post course support

Three months support via LMS and WhatsApp.

# Course fee

₹ 7,000.00

One time payment, payable in advance.

# Apply now

## Contact number

+91 9895 633 344

## E-mail address

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## Address

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Kerala

## Working hours

9 am to 6 pm  
Monday to Saturday

