



Certification Program in  
**DIGITAL MARKETING**

Course duration: 5 months



## About Us

upGrad Campus is a

### video learning platform for online education,

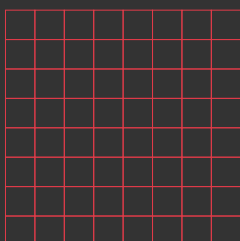
with certificate courses specially curated for college goers and young adults. As an affiliate of upGrad, India's largest online higher education company, Campus's goal is to make every graduate job ready, with professional skills and practical know-how for sought-after fields of work.



Our aim is simple: We strive to create high-impact, hands-on experiences that prepare learners for meaningful and productive careers.

### Ronnie Screwvala

Co-founder and Executive  
Chairman, upGrad

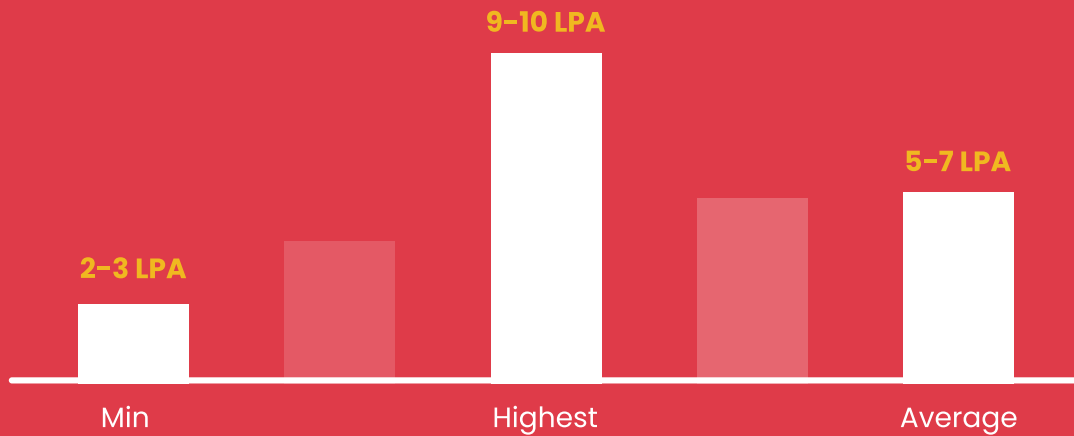




# Digital Marketing – A Future Favourite

Work opportunities in Digital Marketing are abundant as well as versatile and creative in nature. Digital Marketing roles are among the top ten in-demand jobs globally.

*Avg Salary you can expect after completing a Digital Marketing Program.*



## Companies Hiring



## Who should sign up for our certification course?

If you are an analytical thinker and problem solver, fascinated by the latest developments in the Digital Marketing world, this program is best suited for you.





# Digital Marketing Certification Course

Best-in-class program by industry experts

## Program Eligibility

You don't need any specific background to apply for this Digital Marketing training. To learn Digital Marketing from upGrad Campus, a candidate must be reasonably good at English and should be pursuing an undergraduate or postgraduate degree.

## Top skills you will learn

Google Ads, Facebook Ads, SEO, SEM, Social Media Marketing, Display Advertising, Branding and many more!

## Global Standard Curriculum

Our robust and beginner-friendly course will give you,  
200+ Hours of Learning Content Including,  
60+ Hours of Live Sessions and  
125+ Hours of Recorded Classes



## Practical Learning

**6+** Projects

**14** Case Studies



# Why Choose to Learn Digital Marketing with upGrad Campus?



## **Recorded Sessions**

that you can access for up to 3 years



## **ChatGPT & other current topics**

included in the curriculum



## **Distinguished Faculty**

with years of industry experience



## **Dedicated Student Support**

from Teaching Assistants, Mentors and Peer groups



## **Live Classes on Weekends**

to interact 1:1 with industry experts and TAs



## **Job-ready Projects**

based on real world experience



## **Easy Doubt Resolution**

through doubt-clearing sessions and peer support groups



## **Placement Support**

with 3 guaranteed interviews



## **Crack Interviews**

and impress recruiters with your Marketing skills

# Tools and Platforms Covered

## Google Toolset



Google My Business



Google Analytics URL (UTM)



Google Search Console



Google Trends



Google Keyword Planner



Google Search Ads



Google Ads Manager



Google Data Studio



Google Alerts

## Other Platforms and Tools



Survey Monkey



GT Metrix - SEO



Yoast



Mail Track



WordPress



Mail Chimp



Similar Web



GMass



Hootsuite



Clever Tap



Facebook Ads



Twitter Analytics



Hubspot



ChatGPT

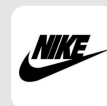
# Brand Case Studies Covered

Learn concepts from global brands that make use of killer Digital Marketing strategies.

Fundamentals of Marketing through



Protinex



Nike



Airbnb

Social Media Marketing through



Mauka Mauka Campaign



Blinkit

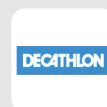


McDonalds

Search Engine Marketing through



Salesforce

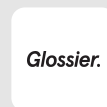


Decathlon

Search Engine Optimization through



H&M



Glossier

Affiliate Marketing through

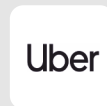


Expedia



BlueApron

Content Marketing through



Uber



HubSpot

Web Analytics through



Coca-Cola



P&G

# Program Curriculum

## Certification in Digital Marketing

### Course Curriculum

#### Introduction to the Program

- Succeeding in Digital Marketing
- SMART Framework

#### Fundamentals of Marketing

- Introduction to Marketing
- Segmentation, Targeting and Positioning
- Marketing Management through the Concept of 4Ps
- Branding, Brand Equity, Brand Models with Examples

#### Digital Marketing Channels and Metrics

- List of Digital Marketing Channels
- Mapping Channels to Funnel Stages
- Digital Marketing Framework
- Digital Media Metrics
- Digital Marketing Metrics at Funnel Stages
- Revenue Metrics

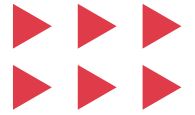
#### Case Study: Protinex

#### Designing and Building a Web Presence

- Elements & Design of a Website
- Information Architecture and Wireframes
- Visual Design, Implementation and Testing
- The Hook Framework







## Blog Creation Project

- Introduction to Plesk & Wordpress
- Blog Guidelines
- Integrating Analytics

## Remarketing

- Remarketing with Google Analytics
- Remarketing with Facebook Ads
- Remarketing with Mobile Ads

## Social Media Marketing (SMM)

- Popular Social Media Channels
- Social Media Plan
- Social Media Execution Strategies - Paid & Organic
- Online Reputation Management
- Social Media Ad Formats
- Measuring Social Media Performance
- Organic & Paid YouTube Marketing

## Case Study: Mauka Mauka Campaign

## Case Study: Blinkit

### Social Media Marketing Live Project

- Facebook Live Campaign
- Troubleshooting

### Search Engine Optimization (SEO)

- SEO Basics
- Keyword Strategy
- SEO Strategy & SEO Audit
- Content Optimization
- Technical Optimization
- Authority
- Keyword Performance
- Future of SEO - Video, Voice, Mobile, Local

### SEO Live Project

- SEO for Blogs





## Search Engine Marketing (SEM)

- Creating an SEM Campaign
- Budgeting, Bidding, Keyword Match & Conversion Tracking
- Keyword Planning
- Landing Page
- SEM Metrics

## Case Study: Salesforce

### SEM Live Project

- Search Ad Campaign

### Display Advertising

- Types of Display Ads
- Banner Blindness & Moment-based Marketing

### Email Marketing

- Goals & Components
- Building an Email Campaign
- Email Marketing Analysis & Optimization
- Tone, Subject Lines, Email Body Copy

### Email Marketing Live Project

- Create Account & Audience List
- Design Email
- Email Marketing Guidelines

## Content Marketing

- Content Marketing vs Advertising
- Jobs, Skills & Companies
- Content Marketing Plan
- Content Themes, 7A Framework
- Content Calendar & Promotions

## Case Study: Uber





## Integrated Marketing Strategy in the Digital World

- Integrated Marketing Framework
- Integrated Marketing Communication
- Building an Integrated Marketing Plan

## Web Analytics

- Introduction to Web Analytics
- Marketing Analytics Data Collection
- Google Analytics Walkthrough

## Web Analytics Live Project

- Analyse Data for Google Merchandise Store
- Google Analytics Reports

## Advanced Digital Marketing using ChatGPT

- Introduction to ChatGPT
- How to use ChatGPT to generate website content
- Job Landscape Change with ChatGPT
- Using ChatGPT for Keyword Generation
- Understanding the limitations of AI in Digital Marketing
- ChatGPT Marketing Use Cases

## How to Be a Freelancer

- Role and Importance
- Attract Clients
- Pricing Your Work

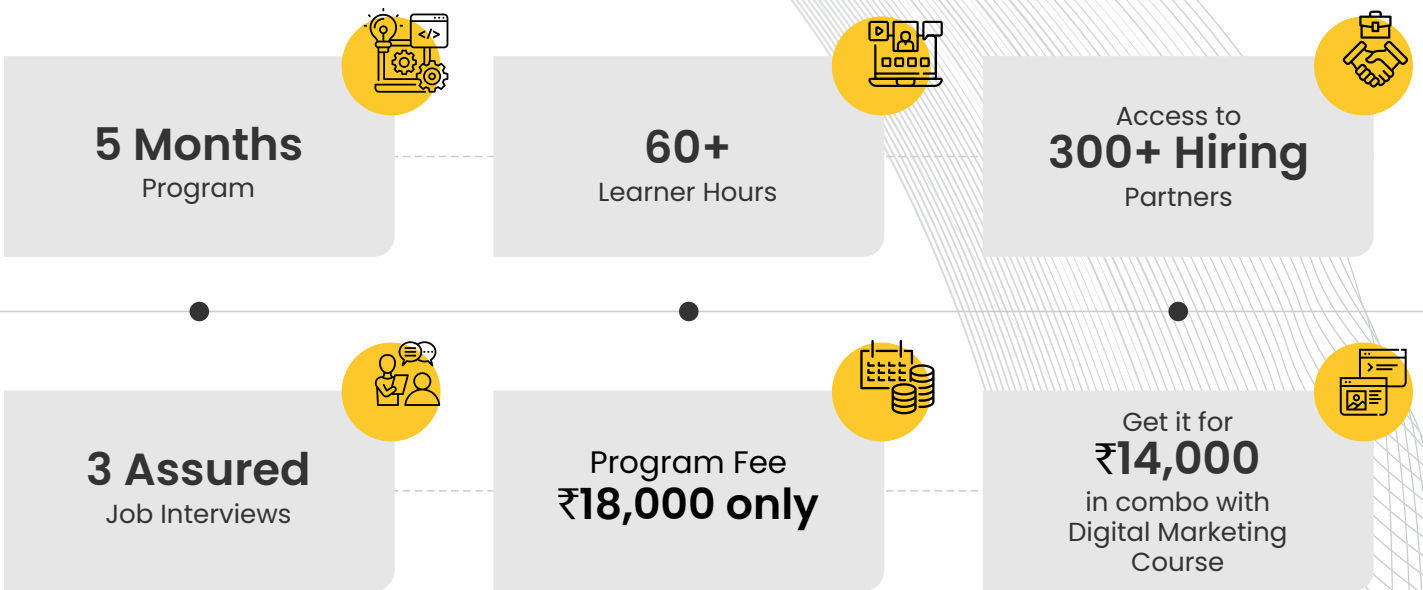
## Interview Questions



# Get 3 Assured Job Interviews with Placement Plus

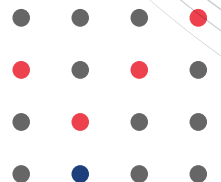
## Become 100% Placement-ready with this Add-on Program

Get trained on aptitude and soft skills with Placement Plus - an add-on course designed to help you crack your interview and take you to your dream company.



## 5 Months of LIVE Training to Land Your Dream Job

- Resume Building
- Problem Solving & Logical Reasoning
- LinkedIn Profile Creation
- Public Speaking & Oral Communication
- Quantitative Training
- Non-verbal Communication
- Mock Interviews
- Group Discussions



## Program Details

Course starts

Please refer to the website  
for program start dates



Fee structure

~~₹ 65,000~~  
₹ 47,000/-

Duration

5 months



Program hours

200+ Learning Hours  
Live Sessions every  
weekend

For admissions, contact

1800 210 7070

[admissions.campus@upgrad.com](mailto:admissions.campus@upgrad.com)

**upGrad**  
**Campus** 

