



LET YOUR

CAREER GROWTH GO VIRAL!

Ace the Digital world with the **Post Graduate Programme
in Digital Marketing and Branding.**

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Living the Digital Life

Today's life revolves around the Internet. Digital is bigger than physical. Our day starts not with the newspaper but catching news snippets on apps like In Shorts or Buzz feed. From booking a cab to college, to buying that latest fashion online, to asking Google for all our answers, we have come to depend on Mr. WWW for everything.

The digital world today is not a dream. It is a reality staring us in the face, with limitless possibilities and countless avenues of success. It is dynamic. Forever transforming, adapting and throwing up new surprises. As terabytes of data get consumed everynanosecond, the mathematics of it all is staggering.

Rule the Digital World

Digital Marketers today need to know it all. The challenge is to consistently stay ahead of the curve for which students need to learn much more than just the basics. They need a programme that sets a high standard of knowledge and a strong base for a budding marketing career.

With **SEGA Post Graduate Programme in Digital Marketing**, we make sure that our experts prepare our learners for not just landing that dream job but also arm them with the latest skills and expertise to hold on to for a sharp and upward career graph.

This programme is unique as it is geared towards providing a long-term career in digital marketing with a focus towards not only the tools & techniques used in digital marketing but also on business & leadership skills that will equip the students to become future leaders in this fast-paced digital world.

20 Lakh
Jobs
by 2020

3 Lakh
Average
Salary
Per Annum

Increase in
Digital Marketing
spends from
15% to 24%

40%
Industry
growth

Programme Objectives:

Learn advanced social media tools and techniques to execute compelling social campaigns

Master the process of organically driving traffic on website/webpage

Create viral mobile marketing campaigns

Manage backlash, issues or complaints online and build positive perceptions of brands

Run email marketing campaigns for your businesses and brands

Use analytical tools to analyse data of the digital platforms

Acquire skills to conduct market research to understand what customers think and want

Learn how to build and execute an Integrated Digital Marketing Strategy

Programme Features

The **Post Graduate Programme in Digital Marketing** turns learners into all-rounded professionals with expertise in a host of specialised areas of digital marketing with a comprehensive coverage of fields like - Social Media Marketing, Content Planning, SEO, and SEM. Experienced industry practitioners deliver the programme on **SEGA Digital**- our very own online learning platform.



Assurance of
3 Interviews



Mapped to
Global certifications-
Facebook and Google



100% Live Demo



LIVE classes by
Google Certified
instructors



Faculty and
peer interaction

Programme Modules

The programme starts from the fundamentals of marketing, focusing on laying a strong foundation in Marketing and Digital, with covering essential concepts of marketing like segmentation, targeting & positioning, advertising & sales promotions, integrated marketing communications, product & brand management, digital models & channels.

After laying a strong foundation for an individual, the programme moves onto covering digital marketing concepts, tools & techniques such as Social Media Marketing, Content Planning & Promotions, Email Marketing, Digital Analytics, Mobile Marketing, SEO, SEM & Inbound Marketing; making sure that the learner is equipped to launch his career in digital marketing.

Once the learner is equipped with the digital marketing tools & techniques, the programme focusses on equipping them with business & leadership skills such as; integration of marketing with business, market research, managing digital initiatives, creation of digital strategy, managing digital marketing clients for a learner to become an advanced professional in digital marketing at the end of the course.

Foundation in Digital Marketing (6 Modules)

1. Introduction To Digital Marketing.
2. Website Planning & Creation
3. Social Media Marketing
4. Intermediate Digital Marketing
5. Ads Creative- Fundamentals
6. Introduction to Google Adwords

Basic Diploma In Digital Marketing (FDM+9 Modules)

7. Facebook Marketing
8. C-Information in Digital Age
9. Social Media Marketing
10. Canva Training
11. How to Grow Organically in FB.
12. Introduction to Facebook Inorganic/Paid Ads
13. Complete Website Development.
14. Website Setup Challenge.
15. Blog Marketing.

Advance Diploma In Digital Marketing (BDDM+10 Modules)

1. E-Mail Marketing & Advertising.
2. SEO (Search Engine Optimization)/ SEM (Search Engine Marketing)
3. Google AdSense & Blogging
4. Affiliate Marketing
5. Google Analytics
6. Wealth Creation Vault
7. Digital Business-Speed Wealth Blueprint
8. YouTube Marketing
9. Live Streaming
10. Customer Relation in Online Environment

Career Opportunities in Digital Marketing



SEO Executive – Searching for that nearby restaurant, local carpenter, the new bike reviews, etc. on a browser gives out the desired results because we work hard to make web easier and search friendly. Keywords are the main source to our world of success.



Client Servicing Executive – Human relations are the most complicated thing yet, we make them simple. Discussing relevant issues with the clients and making work easy for the various teams back in our office is our key work. Simplification of work and ensuring the timely delivery are the work that we enjoy.



Display Media Executive – We follow you wherever you go on the Internet. Be it those awesome high heels or that swanky bag that you have been drooling over, we ensure that you see them again and again, so that you end up purchasing your dreams.



Copywriter – Languages simplified for better comprehension, correct grammar and punctuations, we are the Grammar Nazis in action. We ensure that you engage with the best of content.



Social Media Executive – For us, 'Content is King'. We ensure that you see the best of content as soon as you wake up for the day. 'Ninja' is the perfect name coined for us, as we deal with so many platforms and algorithms, to engage with you.



Paid Media Executive – CPE, CPM, CTAs are the jargon we thrive on. Excel sheets, correct calculations and understanding the right TG to be targeted are the most important sauces for our success.



ORM Executive – We are the people behind the scenes of every conversation that a user has with any brand. Providing quick resolutions and escalating issues that need urgent attention are what we do with a magic wand. So, the next time you complain or express gratitude, know that we are the ones who respond.

SEGA ADVANCE DIGITAL MARKETING COURSE ADVANTAGE

This programme is delivered on SEGA TRAINER'S through Online (LIVE) & Offline learning platform. This multi-featured platform is sure to make learning a rich and fun experience for you.



LIVE ONLINE CLASSES



CLASSROOM- WITH LIVE DEMO



PEER AND FACULTY CONNECT



LEARNING RESOURCES



ROLE PLAYS AND CASE STUDIES



LIFE TIME TRAINER'S SUPPORT

“ There is an urgent need for real talent in our industry when it comes to marketing for this digital generation...those with these skill sets will flourish.

Manan Shah (Director - Marketing, Truecaller)

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First **LEARN**

Then **Remove “L”**

XLEARN

“ We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.

Pierre Omidyar

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