

# Digital Marketing Certificate Program

## Introduction

The Digital Marketing Certification Program from Manipal Executive Education is a comprehensive online program designed for professionals and marketing enthusiasts who want to grasp the concepts of digital marketing. The program will introduce participants to the basics of digital marketing and provides them with the knowledge and tools which will help them to use digital marketing to reach out and engage people over the internet. This program will also help the participants in mastering the art of online brand building and sales generation. The program helps the participants to understand the concepts of Search Engine Optimisation, Search Engine Marketing, Online Reputation Management and also introduces them to the exciting world of social media marketing

## Learning Tools

Pre-recorded videos to explain basic concepts and techniques to master digital marketing. Unit wise quiz to gauge your learning

## Duration

Training : 30 hrs

## Difficulty Level

Beginner to Intermediate

## Assessment

Quiz

## Certified By

Manipal Executive Education

## Who Should Attend

- Best suited for students and working professionals with a keen interest in developing their skills in digital marketing
- Current digital marketing professionals who wish to hone their skills and become experts in their field

## Topics Covered

- Search Engine Optimization
- Search Engine Marketing / Social Media Marketing
- Google Analytics & Social Media Analytics
- Online Reputation Management

## Pedagogy

- Multi-media videos
- Unit wise self-assessment quiz

## Learning Outcome

- Knowledge on a wide variety of online marketing techniques
- Ability to run online search and display campaigns
- Techniques to improve page rankings on search, set up and manage social media page accounts
- Ability to manage and build a brand online