

PG PROGRAM IN DIGITAL MARKETING

Course duration: 6 months



WHO IS THIS PROGRAM FOR

Budding Professionals

If you're at the start of your career in digital marketing and eager to specialize in a specific role, This program might just be your perfect partner in growth!

Marketing Professionals

Already working in marketing but looking to upskill in digital marketing and open to new career opportunities? This program can be your co-pilot, helping you explore the digital realm and accelerate your career.

Mid-Career Pathfinders

Midway in your marketing career and keen to develop in-demand digital skills that will elevate your career? This program could be the key to unlocking your potential and guiding you towards success in the digital world.

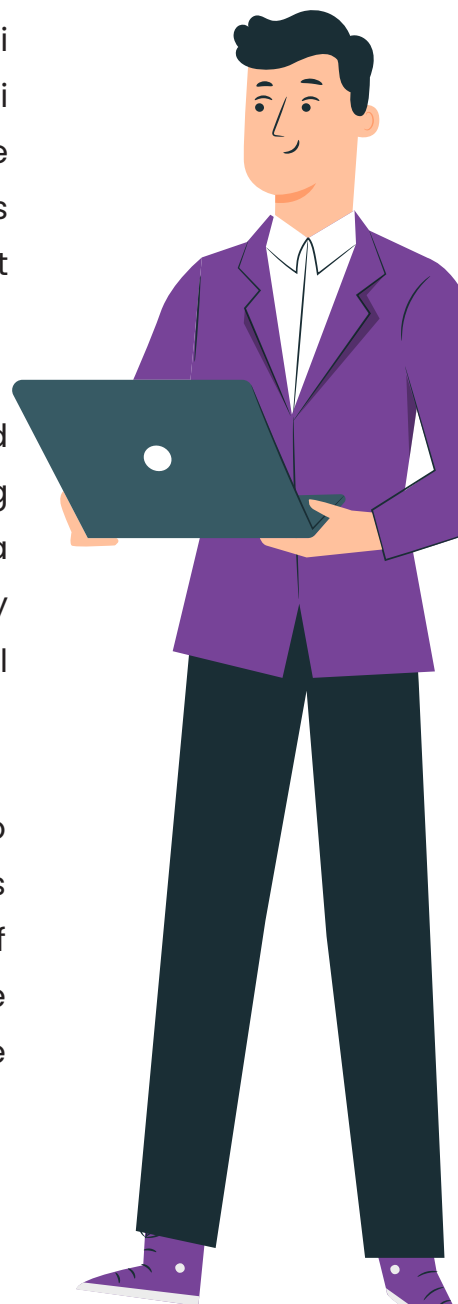




Shaping Tomorrow's Leaders : Welcome to Rajalakshmi Eduverse, a pioneering educational initiative of the Sabari Foundation, has a rich legacy that dates back to 1997. Since then, we have risen as a dominant force in Tamil Nadu's educational sector, proudly holding the title of the largest private engineering college group in the state.

Our mission is clear: To prepare learners for real-world challenges by integrating traditional and digital teaching methods for unmatched learning experience. We place a strong emphasis on industry readiness, continuously updating our curriculum to align with the latest global corporate standards.

With our learner-centric approach, we are dedicated to creating an enriching environment where every student has the opportunity to excel. join us on this journey of empowerment with us and position yourself as a new-age digital citizen, primed to make a significant impact in the industry.



Rajalakshmi School of Business (RSB) stands out as one of the premier B-Schools in Chennai, having establishing itself as a top – tier institution across India. This distinction is attributed to its high-quality PGDM courses, impressive placement records, and state-of-the-art facilities. RSB's rigorous admission process, combined with its academic and research prowess, has further solidified its reputation as a leading B-School in Chennai.

A recent collaboration with Swinburne University, Australia—one of the world's renowned universities—has positioned RSB as the most preferred destination for management aspirants in Tamil Nadu offering students a world-class education at an affordable Indian price point. As a leading B-School in South India, RSB possesses all the essential elements to stand as a top B-School in Chennai in the near future.

For students across India, especially those from Tamil Nadu, seeking a top PGDM college in Chennai—a city celebrated for its rich culture—RSB is the ideal choice. Offering global management degrees alongside its flagship PGDM program, RSB is built to guide you in carving a successful path in the corporate world.



DISCOVER THE WORLD OF DIGITAL MARKETING

Delve into the dynamic field of digital marketing, a sphere encompassing various online marketing strategies and tools. In this realm, you'll explore the ever-changing digital landscape and discover how to reach and engage with target audiences effectively.

WHY CONSIDER A CAREER IN DIGITAL MARKETING?



Thriving Industry:

Engage in a fast-paced and ever-evolving industry with numerous opportunities.



High Demand:

As businesses prioritize online presence, the demand for digital marketing experts is soaring.



Diverse Roles:

Digital marketing offers a range of roles, from content creation to data analysis and strategy development.



Creative Environment:

Explore your creativity while devising innovative marketing campaigns and strategies.



Lucrative Salaries:

Benefit from competitive salaries and rewarding career growth prospects.

WHY CHOOSE EDUVERSE



**Elevate your learning experience with Eduverse
and here's why:**



Extensive Network

Our relationships with over 700+ companies allow for broad opportunities.



Top-tier Remuneration

Our graduates reach remarkable heights with the highest CTC standing at 12 LPA.



Abundance of Opportunities

With over 11,000+ job offers made, your chances are high.



Invested in Research

Our commitment to innovation is evident with 8+ crores in sponsored research.



Successful Placements

We've paved the way for over 10,000+ students to secure their dream jobs.



Valuable Projects

Our students engage in consultancy projects worth over Rs. 3 Crore, gaining invaluable hands-on experience. Join Eduverse and step into a world brimming with opportunities!

TOP SKILLS YOU'LL MASTER



SEO :

Optimize websites to rank higher in search results and increase organic traffic.



Social Media Marketing :

Use various platforms to create brand awareness, engage with audiences, and drive conversions.



Content Marketing :

Create compelling content to attract and retain customers, leading to profitable actions.



Email Marketing :

Effectively use email campaigns to nurture leads, build relationships, and drive repeat business.



Google Ads (PPC) :

Create and manage ad campaigns on Google to target audiences and generate leads.



Web Analytics :

Analyze website data using tools like Google Analytics to improve marketing strategies.



Mobile Marketing :

Implement tactics to reach mobile users and optimize the mobile user experience.



Digital Strategy and Planning :

Develop comprehensive digital marketing strategies aligned with business goals..

UNLEASH YOUR POTENTIAL IN DIGITAL MARKETING EDUVERSE'S DIVERSE TOPICS

- **Introduction to Digital Marketing:** Evolution and Trends.
- **Search Engine Optimization (SEO):** Techniques and Best Practices.
- **Pay-Per-Click (PPC) Advertising:** Strategies for Effective Campaigns.
- **Social Media Marketing:** Leveraging Platforms like Facebook, Instagram, and LinkedIn.
- **Content Marketing:** Creation, Curation, and Distribution.
- **Email Marketing:** Building Lists, Campaigns, and Analyzing Metrics.
- **Web Analytics:** Using Tools like Google Analytics to Track and Improve Performance.
- **Digital Marketing Strategy:** Planning, Execution, and Measurement.
- **Mobile Marketing:** Engaging Audiences on Smartphones and Tablets.



ENROLLMENT TO EMPLOYMENT YOUR ANALYTICS PATHWAY

01

ENROLL



Click on Apply now and we will get in touch!



02

COMPLETE



Finish online sessions and assessments.



03

OPPORTUNITIES



Tap into our vast industry network.



04

GUIDANCE



Get expert interview tips and advice.



05

PLACEMENTS



Secure your dream job with our placement assistance.

PROGRAM DETAILS

- 6-month online learning program with interactive virtual classes.
- 90 hours of comprehensive learning content across nine modules.
- Certification upon successful completion of the course.
- Cutting-edge curriculum designed by industry experts for real-world challenges.
- Expert-led workshops and a supportive learning community for guidance.
- Strong relationships with 700+ companies for placement opportunities.
- Dedicated career services team for resume polishing and interview skills.
- Placement assistance to help students secure job opportunities.
- Highest CTC offered stands at 12 lpa for successful candidates.
- Hands-on learning on machine learning, R-programming, data analysis and more.
- Engage in consultancy projects worth over Rs.3 crore gaining invaluable experience.

ELIGIBILITY

UG degree

TUITION FEE

₹100,000



COURSE DESCRIPTION

The Digital Marketing course is designed to equip students with a comprehensive understanding of the core principles, strategies, and tools pivotal to digital marketing. This course delves into various facets of digital marketing, encompassing search engine optimization (SEO), social media marketing, content marketing, email marketing, pay-per-click (PPC) advertising, and analytics. Through hands-on exercises and real-world case studies, students will acquire practical skills, empowering them to craft effective digital marketing campaigns.

COURSE OBJECTIVES

1. Understand the fundamentals of digital marketing and its role in modern business.
2. Gain practical skills in key digital marketing channels and techniques.
3. Develop the ability to create and execute digital marketing strategies.
4. Learn to analyze and interpret digital marketing data to optimize campaign performance.
5. Familiarize yourself with industry's best practices and emerging trends in digital marketing.



MODULE 1

Digital Marketing Fundamentals - 6 hours

- Introduction to Digital Marketing and its significance
- Overview of Digital Marketing landscape
- Traditional Marketing Vs Digital Marketing
- Digital Marketing process
- Understanding customer behavior in the digital era
- Key concepts and terminology in digital marketing

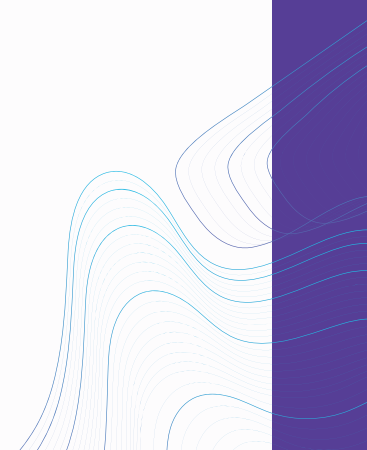
MODULE 2

Website Planning and Development - 10 hours

- Types of websites
- Website Planning and Development: Keywords
- Understanding Domain and Webhosting
- Building Website/Blog using CMS WordPress
- Using WordPress Plug-ins

MODULE 3

Search Engine Optimization - 12 hours

- Keyword Planner Tools
 - On-Page SEO Techniques
 - Indexing and Keyword Placement
 - Content Optimization
 - Using the Yoast SEO Plug-in for On-Page SEO
 - Off-Page SEO Techniques
- 

MODULE 4

PPC Advertising - 12 hours

- Email Marketing – Introduction and Significance
- Designing e-mail marketing campaigns using Mail Chimp
- Building e-mail List and Signup Forms
- Email Marketing Strategy and Monitoring – Email –Automization

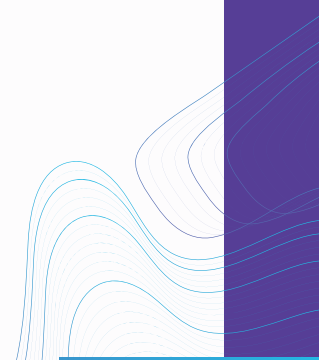
MODULE 5

PPC Advertising - 12 hours

- Introduction – Pay Per Click Advertising
- Google Adword – Types of Bidding strategies
- Designing and Monitoring search campaigns
- Designing and Monitoring Display campaigns
- Designing and Monitoring Video campaigns
- Designing and Monitoring Universal App Campaigns

MODULE 6

Google Analytics - 15 hours

- Introduction to Analytics Tools
 - Setting Up Goals and Tracking Key Metrics
 - Analyzing and Interpreting Data for Informed Decisions
 - Reporting and Presenting Digital Marketing Insights
 - Delving into the Significance of Google Analytics
 - Navigating the Google Analytics Interface and Setup
 - Dive Deep into Goals and Conversions
 - Monitoring Traffic Behavior and Preparing Reports
- 

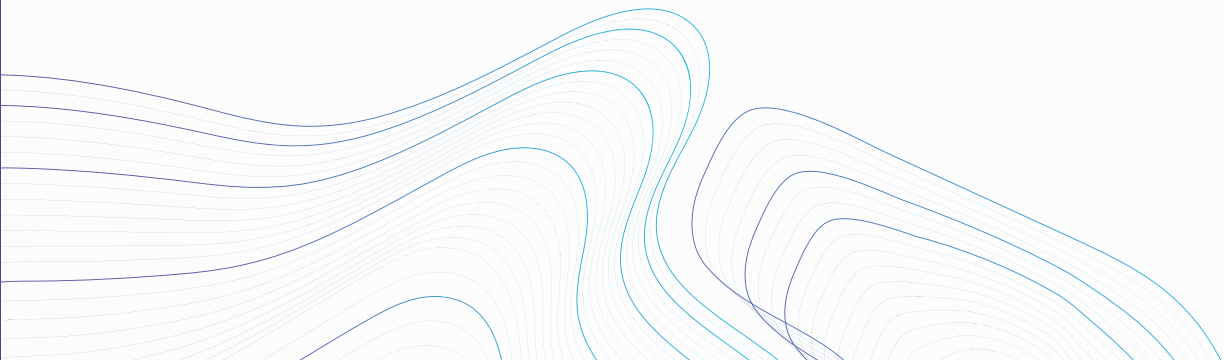
MODULE 7

Social Media Marketing - 15 hours

- Introduction and Significance
- Facebook Marketing: Introduction
- Types of Various Ad Format
- Setting up Facebook Advertising Account
- Understanding Facebook Audience and its Types
- Designing Facebook Advertising Campaigns
- Working with Facebook Pixel
- Twitter Marketing: Basics
- Designing Twitter Advertising Campaigns
- Introduction to LinkedIn Marketing
- Developing digital marketing strategy in Integration form

MODULE 8

Emerging Trends in Digital Marketing - 10 hours

- Exploring the latest trends and technologies in digital marketing
 - Artificial intelligence and machine learning in digital marketing
 - Voice search and smart devices
 - Future prospects and career opportunities in digital marketing
- 

Begin your Skill Development Journey Today!
Gain Proficiency in Digital Marketing from
Rajalakshmi Eduverse & Become recruiters Top Pick!



No. 25, Second Floor, Chitrakulam N St, Alamelu Manga Puram,
Girija Garden, Mylapore, Chennai, Tamil Nadu 600004

Contact: 91768 27682, 044 3500 2988

Email : admissions@myeduverse.net

www.myeduverse.net

