



ALTUS EDUCATION PRESENTS

Digital Marketing

Become an Expert in Digital Marketing

Mentor-Led | Self-Paced | Professional

WHERE THIS TAKES YOU

Career fields you can excel at

Digital Marketer

CRM Manager

Content Producer

SEO Manager

Affiliate Marketer

PPC Specialist

Web Analyst

Brand Manager

Email Marketer

4 weeks

Structured, step-by-step
curriculum

Projects

Minor and major hands-on
projects

Certified

Completion and internship
certificates

Curriculum

Week 1 · Digital Marketing: An Overview

- Online marketing
- E-mail and social media
- Web-based advertising
- Multimedia messages
- Marketing channels

Week 1 · Introduction to WordPress

- What is WordPress?
- Content management system (CMS)
- Plugin architecture
- Customizing any website

Week 2 · WordPress Development

- WordPress setup and plugin themes
- Domain extensions and EMD
- Content management system
- Website and blog marketing

Week 2 · E-Mail Marketing

- Effective email marketing strategy
- Fundamentals of email marketing
- In-demand skills in digital marketing
- Launching email campaigns

Week 2 · Online Reputation Management

- Organization's online reputation
- Reputation management principles
- Strong participatory culture

Week 3 · Google Ads & Pay Per Click

- PPC terms
- SEM and how to profit from it
- Psychology in your SEM strategy
- Reverse engineering your competitors' PPC strategy

Week 3 · Google Analytics

- Google Analytics and segmentation
- Campaign tracking and analytics intelligence
- Website tracking

Week 4 · Inbound Marketing

- Effective inbound marketing strategy
- Using KPIs

Week 4 · Search Engine Optimization

- Search engine algorithms and SEO ranking factors
- Robot, spider and crawler

HANDS-ON

Minor & major projects

Apply what you learn through practical minor and major projects, building a portfolio you can show.

TOOL YOU WILL LEARN

WordPress

Build and manage websites and blogs.

YOUR GROWTH PATH

Career trajectory

Entry-Level Specialist

CTC: 3 LPA

Mid-Level Specialist

CTC: 8 LPA

Senior Specialist

CTC: 12 LPA

Digital Marketing Manager

CTC: 18 LPA

Digital Marketing Director

CTC: 30 LPA

Chief Marketing Officer

CTC: 40 LPA

Indicative figures; actual outcomes vary.

SHOWCASE YOUR JOURNEY

Certifications

Certificate of Training

Awarded by Altus Education on finishing the course.

Certificate of Internship

Awarded by Altus Education on completing your internship.

CHOOSE YOUR PLAN

Pricing

Self Paced

Learn at your own pace

Mentor Paced

Get real-time assistance

Contact Altus Education

RISE · LEAD · INSPIRE