



Become a  
Job Ready Expert in  
**DIGITAL MARKETING**

**100%**  
**Practical Training**



For more information

[www.godigitalinstitute.com](http://www.godigitalinstitute.com)

## About Go Digital

Go Digital Institute is a place where innovation meets expertise in the dynamic realm of digital marketing. Established in 2020, we are a cutting-edge institution dedicated to shaping the future leaders of the digital landscape. At GO Digital Institute, we recognize the rapidly evolving nature of the digital sphere and understand the crucial role it plays in today's business world. Our mission is to empower individuals with the knowledge and skills needed to thrive in the ever-changing field of digital marketing. What sets us apart is our commitment to providing industry-relevant education, delivered by expert professionals, dedicated educators and leaders in the digital marketing space. We leverage the latest tools, strategies, and technologies to ensure that our students stay ahead of the curve and are well-equipped to navigate the complexities of the digital marketplace.

**Vision :** To establish ourselves as the Premier, Trusted, and Results-driven Institution in the field of Digital Marketing, delivering unparalleled educational services. Our clear vision is

- To empower individuals and businesses to thrive in the digital age.
- To provide the highest quality education and training in digital marketing.
- To stay ahead of the curve in the ever-changing digital marketing landscape.
- To make a positive impact on the world.

**Mission :** Our mission is to support every Student of Go Digital in taking incremental steps towards advancing their careers in the realm of Digital Marketing.

## Our Affiliations & Tie Ups with TOP Universities



## Government Body Affiliation



# Our Courses

Our courses are specially designed for individuals of all skill levels, from Beginners to Experienced Professionals looking to expand their skills. Our experienced faculty members provide personalized attention to each student, ensuring that they receive the support and guidance they need to succeed. At Go Digital Institute, we understand that the Digital Marketing Landscape is constantly evolving, and we are committed to staying at the forefront of industry trends and best practices. So, that's why our courses are regularly updated to reflect the latest developments in the Industry.

## Diploma in Digital Marketing (UGC Approved University)

▶ Course Duration - 12 Months

## Visual Design, Product Shoot, Video Editing & Social Media Marketing

▶ Course Duration - 9 Months

## Specialization in Visual Design & Social Media Marketing

▶ Course Duration - 7 Months

## Master in Digital Marketing

▶ Course Duration - 7 Months

## Advanced Digital Marketing

▶ Course Duration - 4 Months

## MBA in Digital Marketing (UGC Approved University)

▶ Course Duration - 24 Months

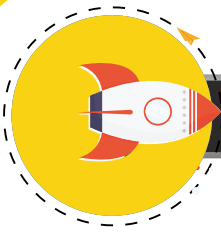
## Pro in SEO

▶ Course Duration - 2 Months

## Pro in Social Media Marketing

▶ Course Duration - 2 Months





## MBA in Digital Marketing

▶ Course Duration - 2 Years

This two-year MBA in Digital Marketing and E-commerce is for individuals seeking to advance their careers in leadership positions within the rapidly evolving digital marketing field. The program actively equips learners with the skills to leverage a comprehensive understanding of digital marketing to drive maximum business value. An MBA in Digital Marketing covers various topics, including marketing strategy, consumer behavior, social media marketing, and Google ads. The program offers a strong foundation in general management & in-depth learning in the digital marketing landscape.

### Elective highlights:

- | Explore topics such as social media marketing, marketing analytics, and brand management
- | Master essential digital marketing tools and platforms like Google Ads, Facebook Ads, WordPress, HubSpot, MailChimp, and others
- | Network with experts in the digital marketing and e-commerce fields
- | Showcase solutions through practical analysis in the capstone project

### Applicable jobs after successful completion of the course

- Social Media Manager
- Digital Marketer
- Advertising Manager
- Content Marketing Manager
- Public Relation Manager
- Content Writer
- Blogger
- Google Ads Manager
- Google Analytical Expert
- Freelancer
- Set up your own Digital Marketing Agency



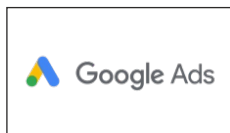
### Theory classes conduct by university via Online

- ▶ Management Processes & Organizational Behaviour
- ▶ Financial Accounting, Reporting and Analysis
- ▶ Economic Analysis for Business Decision
- ▶ Quantitative Techniques for Business Decision
- ▶ Managerial Communication
- ▶ Governance, Ethics & Sustainability
- ▶ Marketing Management
- ▶ Human Resource Management
- ▶ Business Research Methods
- ▶ Corporate Finance & Financial Markets
- ▶ Technology and Analytics for Business
- ▶ Legal Aspects in Business

### Practical classes conduct by GoDigital in campus

#### ▶ Introduction To Digital Marketing Journey From Traditional Marketing To Digital Marketing

- Get introduced to the basics of Digital Marketing.
- Understanding the importance of being a customer centric brand.
- Understanding the motivation of the customer in the buying process.
- Career prospects in the digital marketing industry.
- Important tools & techniques to grow the brand.
- Understanding about marketing tips & tricks.



#### ▶ Introduction to Visual Design

#### ▶ Image Magic with Photoshop



#### ▶ Vector Designing



#### ▶ Design Principal

#### ▶ Introduction to Product Shoot

#### ▶ Cinematography (Capturing Moment)

#### ▶ Audio-Video Editing



#### ▶ Motion Design



#### ▶ Product Photography Assignment

## Theory classes conduct by university via Online

- ▶ Entrepreneurship and Startup ideation
- ▶ Production and Operations Management
- ▶ Fundamentals of Digital Marketing and E-commerce
- ▶ Inbound Marketing
- ▶ Managing E-commerce Brands
- ▶ Strategic Management
- ▶ Outbound Marketing
- ▶ Web and Social Media Analytics
- ▶ Digital Product Management
- ▶ Research Project

## Practical classes conduct by GoDigital in campus

### ▶ Website Designing & Development

- Domain Purchase (How to select)
- Hosting Connect (Domain connect with hosting)
- Wordpress (Website Creation)
- Create attractive Landing page for more conversion
- Responsive Web Design with WIX



- ▶ Traditional Marketing V/S Digital Marketing
- ▶ Social Media Marketing
- ▶ Search Engine Marketing
- ▶ Pay Per Click
- ▶ Google My Business Creation
- ▶ Search Ad Campaign
- ▶ Smart Mode Ad Campaign
- ▶ Expert mode Ad Campaign
- ▶ Search Engine Optimization
- ▶ On Page / Off Page SEO optimization
- ▶ Local SEO Optimization
- ▶ Technical SEO Optimization
- ▶ Google Search Console
- ▶ How to Start Blogging
- ▶ Content Marketing
- ▶ Blog Writing Mastery
- ▶ Google Analytics
- ▶ Affiliate Marketing
- ▶ Influencer Marketing
- ▶ Mobile Marketing
- ▶ Email Marketing
- ▶ Lead Generation Campaign



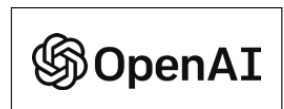
## ▶ Content Creation In Digital Marketing

- Explore the role of AI in content creation and cuation
- Generate ideas and enhance creativity using AI ools.
- Generate text, image, audio and video content using AI tools and techniques for your Website, Social Media, Email, WhatsApp and paid channels



## ▶ Image & Text-based Content Creation

- Social Media Static Costs across platforms (based on the required dimensions), Infographics, Email Creatives, Memes, GIFs, Product Photography, Newsletters, and Website Visuals
- Blog Posts, Emails, Product Descriptions, Pess Releases, Ad Copy, Scripts, Social Media Posts across Platorms, SEO Content (Meta tags, Headings, etc.), Website Content



## ▶ Audio & Video-based Content Creation and Manipulation





- Podcasts, Voiceovers, Audio Ads (Radio/Online Streaming), Sound Tracks
- YouTube Videos, Short-form Content (Reels/Shots), Explainer Videos, Product Demos, Personalised Video Campaigns



## ▶ Project & Portfolio Development



# Top Brand Recruiters





# Why Go Digital?

- ▶ Industry-standard and career-focused course curriculum
- ▶ Exclusive online and in-class training platform for students
- ▶ 100% Practical Training
- ▶ Own website Creation
- ▶ Free Domain & Hosting for 1 year
- ▶ Google Certification
- ▶ Project and Portfolio creation
- ▶ Unlimited practice hours
- ▶ 1 to 1 student Mentorship support for all students
- ▶ 100% Placement assistance
- ▶ Backup Video Classes
- ▶ Live Projects Learning Experience
- ▶ Education loan facility available for students

## Our Affiliations & Tie Ups



### Go Digital Institute

#### Head Office

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