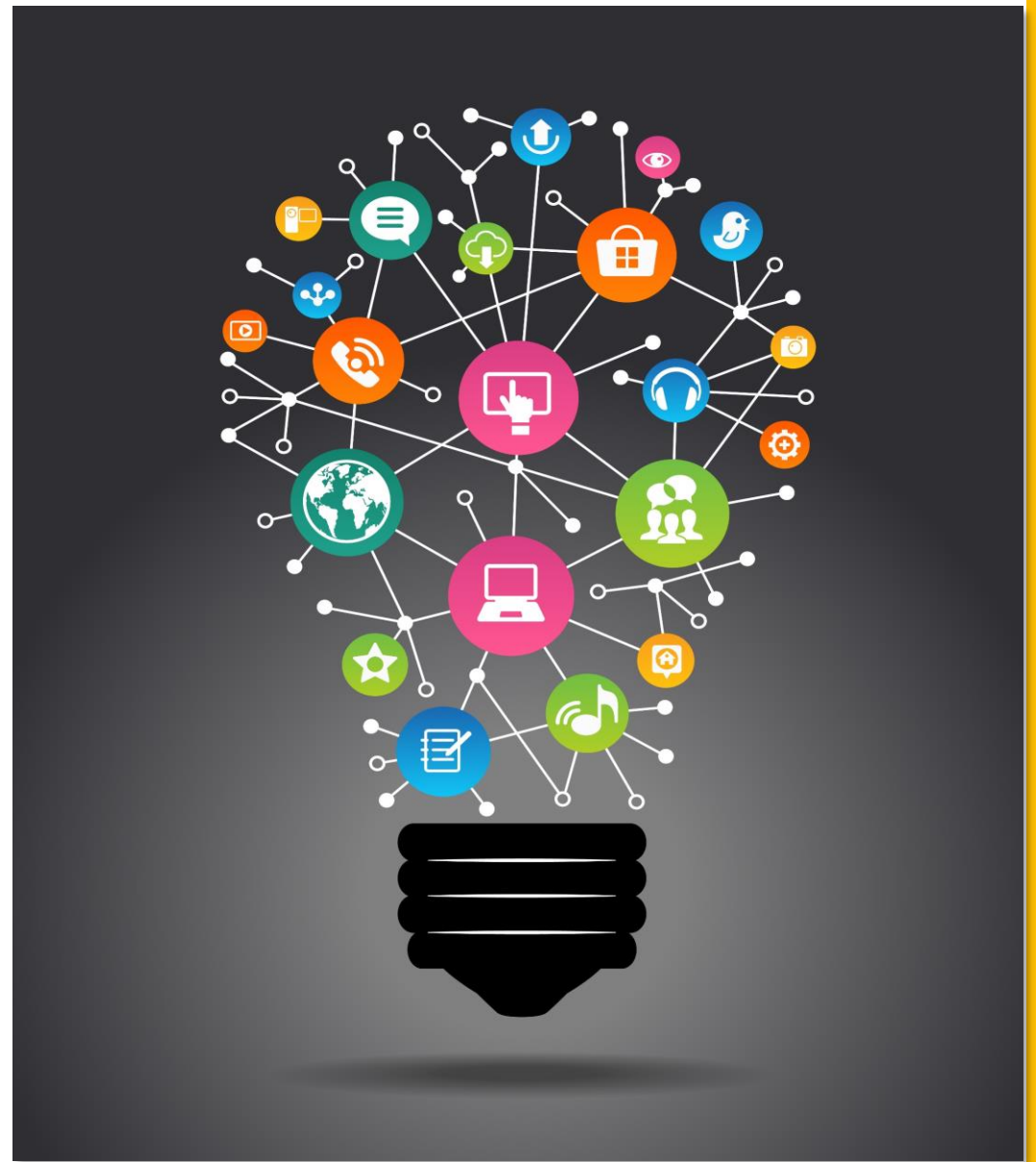




THE CAREER COUNCIL

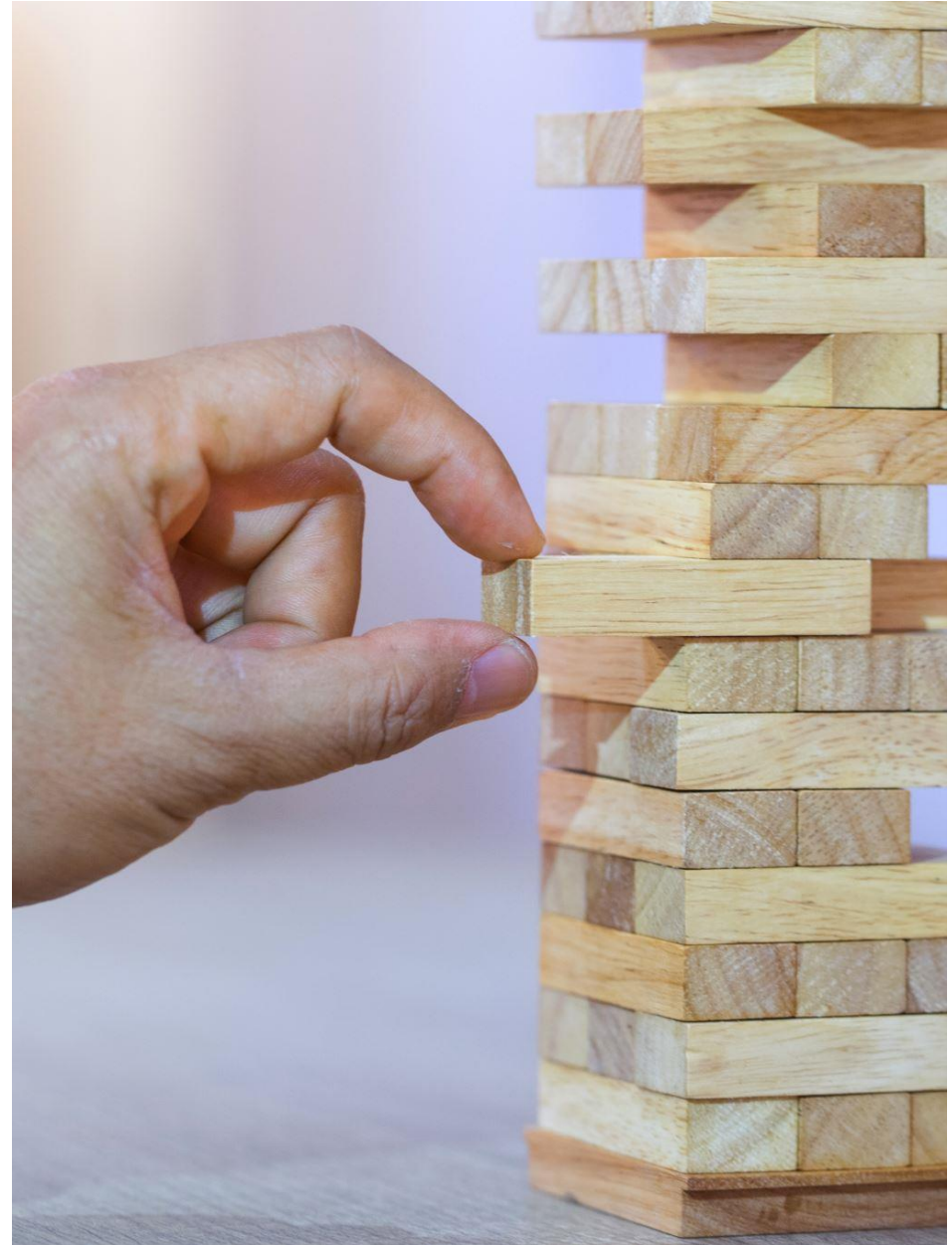
PLACE OF OPPORTUNITIES

**Online Certification
Program on
Digital Marketing**



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About The Career Council

“The Career Council” is a newly established e-learning academy. Our aim is to provide best short-term online professional courses to our students who aspire to pursue leading career in corporate world. We believe in imparting both implicit and explicit knowledge to our enrolled students who are in search of ultimate institute to assist them in their career.

Our programs are of short period but leaves long term impact on our students. We are the builders of Future Leaders.



Our Vision:

Our vision is to be the best learning provider by adopting the highest standards of quality and service, aiming at enhancement of skills and capabilities of professionals and aspiring professionals.



Our Mission:

Our mission is to deliver skills and knowledge to professionals and aspiring professionals, developing responsible thoughtful leaders and entrepreneurs who create value for their organization and community.



*We give wings to your
Career so that you can Fly
high*

About the Founder

- Have more than a decade of experience in Training and Placement of students
- Trained and placed more than 10000+ Students in past decade
- Have worked as a career coach with Big Brands like Times of India, Bombay Stock Exchange, Frankfinn Aviation and other educational institute.



Why you need to learn Digital Marketing

Everything is getting digitalized. Companies in all sectors are focusing on developing a robust online presence, and for that purpose, they are hiring digital marketers.

In digital marketing career growth is also fast. That's why so many people are opting for a career in digital marketing.

Few Reasons –Why you should study this skill



High Demand



Get Better pay



Great Growth Prospects



Easy to start a Career



Start your own business
or promote existing one



Variety of Career
Options

Overview Of Online Digital Marketing Course

- With the constant increase of internet users across the globe, the number of online-based/ web-based industries are increasing at a great speed. This calls for the need for [Digital Marketing](#).
- This online digital marketing course gives you an in-depth understanding and practical knowledge of the most important digital marketing domains and includes real-world projects for gaining domain experience.
- You'll be exposed to 50+ Unbeatable Latest digital marketing tools, extensive project experience and Internship to make you job-ready.



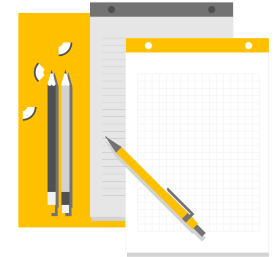
**30 hrs Live
Weekened Sessions**



Projects



**Big Brand
Case Studies**



Weekly Assignments

Online Certification Program on Digital Marketing

Course Structure

Course Curriculum

Introduction to Digital Marketing

Website Planning and Creation through WordPress

SEO (On- page, Off-page, Optimization, Technical, Keyword Research & Competition Analysis, Blogging, Report Analysis)

Google Search Console

Facebook Marketing

LinkedIn Marketing

Twitter Marketing

Instagram Marketing

Quora Marketing

YouTube marketing

Google Ad –PPC campaign

Display Advertising

Google Shopping Campaign

Google Ad Express

Bing Ads

Mobile Marketing Strategies

Remarketing Campaign

Google Analytics and Google Tag Manager

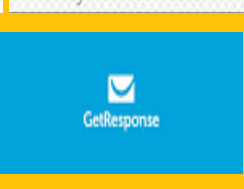
Online Reputation Management

Email Marketing Strategies

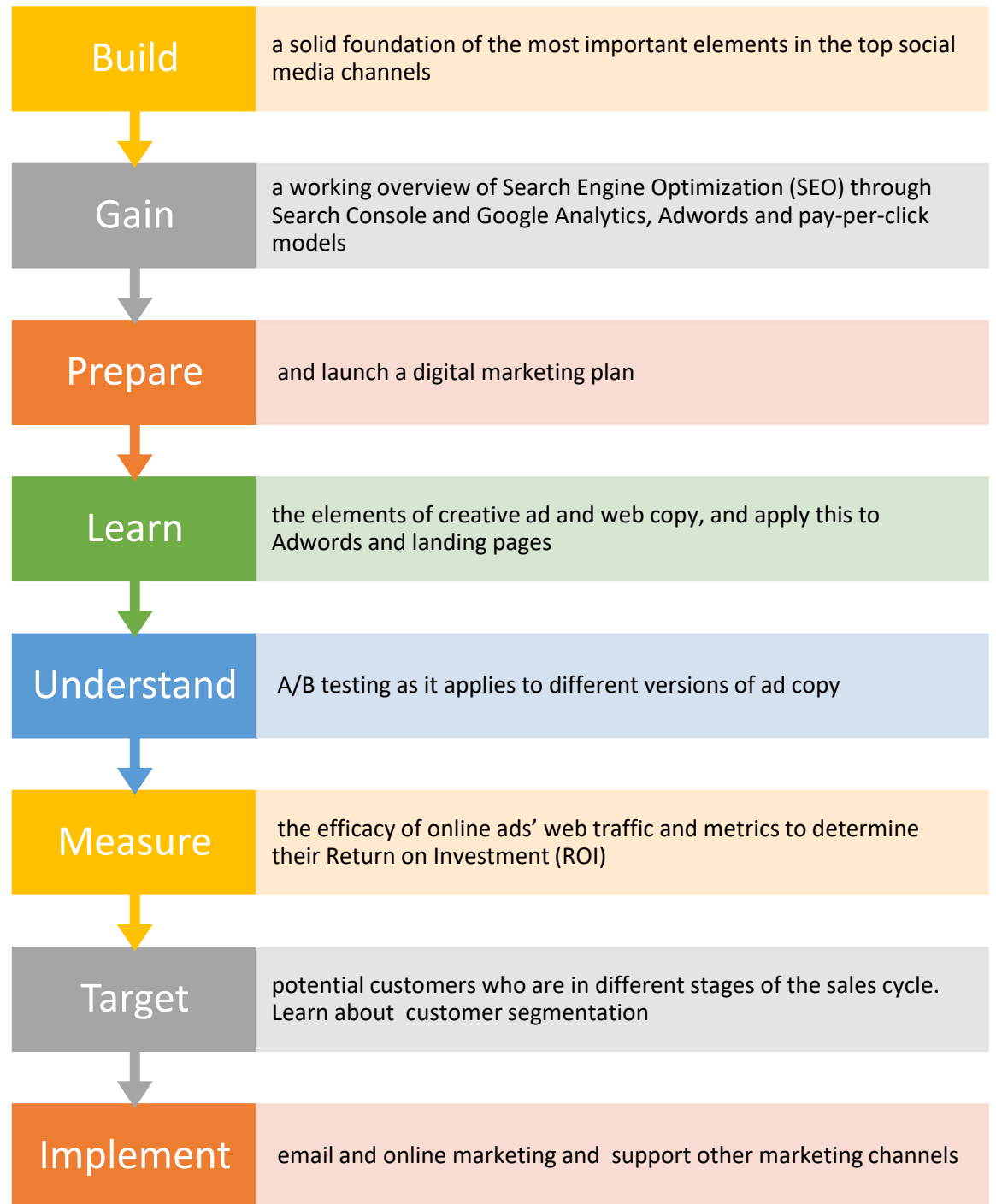
Inbound Marketing

Online Money Earning Concepts and Other Technologies

50+ Unbeatable latest Tools



What will you gain from this Course?



Internship

One on One Counselling



**Additional
Complimentary
Training Session**



10hrs Placement Training

Job Assistance

Complimentary Session Outline

10hrs Placement Training Program

- Resume Building Session
- Interview Tips and Tactics
- One on One Mock Interview
- Psychometric Analysis
- Feedback Session

Internship

We will give Internship opportunity to individual students. Duration of the internship will vary from 2 months to 6 months

One on One Career Counselling

Understanding challenges, Strength and Weakness of Individual students and guiding them accordingly with right solutions

Job Assistance

We will share resumes of the students with more than 100 companies and will help to get relevant interviews

Certificates

- Certificate from The Career Council for Completion of the Course
- Google Ads Fundamentals
- Google Analytics Certificates
- Google Search Advance
- Facebook Blueprint Certification
- SEMRUSH Certification
- Certificate from Internship

Few Career Options In Digital Marketing



Digital Marketing manager



SEO Manager



PPC/SEM Expert



Web Developer/ Designer



Social Media Manager



Content Writer



Morgan Stanley

IndusInd Bank



WNS



Few Corporate Connects



eClerx



L'ORÉAL



MSCI



Few Students Testimonial

A rare and unique example of an effective and helpful mentor. I have received continuous support and encouragement at all steps from an effective leader like Manami Mam. It was indeed a pleasure working under her guidance, I gained a variety of skills that helped me in every aspect. She knew my qualities and pushed me to work on them to make them better. Though being the head, she always made me feel welcome and was optimistic in her approach.



Dinkle Joshi

Research Analyst- Fintech Meet Up

Few Students Testimonial

I have studied under the guidance of Manami Ma'am closely and I must say she can show results on what she commits. She has a very strong ability to connect with people for any domain and help each and everyone possible. A person crosses paths with many people but only a few leave their mark and Manami ma'am is one of them. I wish Manami ma'am best of luck for whatever new opportunity she gets into.



Few Students Testimonial

An excellent mentor always ready to help us find feasible solutions for all our problems. Working together closely, it was an extreme pleasure for me to get groomed and ready to face corporate life challenges with confidence and ease under her guidance. I am delighted to have her as my mentor throughout my master's journey

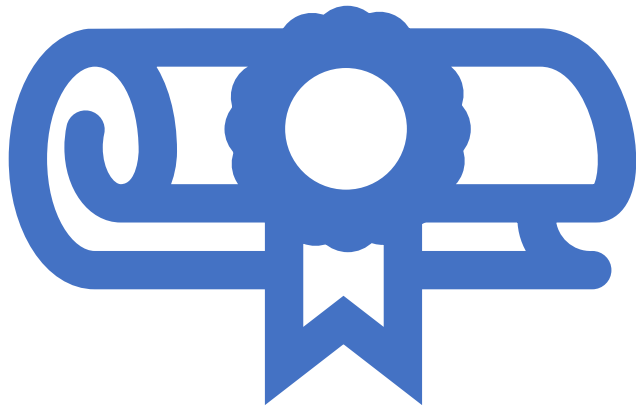


Few Students Testimonial

I am happy to recommend the service of - The Career Council. I have enrolled for my placement & I got my job immediately. I am completely satisfied with their service. They do excellent work.



Anwasha Mukherjee
Management Trainee-H-Garb
Informatix Private Limited



Who should take up this course?

- Management, Engineering, Business, or Communication Graduates
- Business Owners/ entrepreneurs
- Marketing Managers
- Marketing Consultant
- Sales Professionals
- PR consultant
- Professional who want to get into Digital marketing profile



THE CAREER COUNCIL

PLACE OF OPPORTUNITIES

Course Fee Structure

Online Training Program
on Digital marketing

Fee: 4500/-INR

Please note: Group Discount is available

Admission Process for Online Training Program on Digital Marketing

Fill up Enrolment Form-
www.thecareercouncil.com

Online Interaction through
Zoom meet

Invoice raised

Payment done

Batch allotment

Batch details received in mail

- The Career Council will provide total 40 hrs. of Training, 30 hrs. on course content and 10hrs on Placement training.
- Placement Training will start only after completion of the course curriculum
- Training will happen on Weekend i.e., Saturday and Sunday. If any session on Weekend gets cancelled, then we will inform students prior the scheduled training time and will conduct the cancelled session during weekdays.
- Projects will be given apart from this training. Students will work on Projects from Monday to Friday and their performance will be evaluated on Weekend sessions
- There will be weekly assignments given by the faculty every weekend, assignments will be evaluated once they are submitted during the Weekdays.
- Tools that are mentioned in this documents are mixture of Free and paid versions. Students need not to pay anything to learn these tools, even the paid version provides one month of free trial, students will use this trial period to learn these Tools
- Projects will be given based on these tools.
- Duration of internship will vary between 2 months to 6months, based on the availability. We will not provide any internship choices.
- Students who will not do internship will not be eligible for placement assistance.
- 10 hrs. of Placements training is compulsory if students want to take up placement assistance
- Placement Assistance will be provided only after the successful completion of the course.
- Placement assistance will be provided for a duration of 3 months after the course completion
- Students' testimonials, that are provided here are from those students who got placed by the career council or by the founder of the career council.
- Course Fee is a one-time payment, and no refund is available
- Payment need to be done through Bank Transfer only.
- In case of special discount or group discount, course fee may vary.

Disclaimer



THE CAREER COUNCIL
PLACE OF OPPORTUNITIES

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