

# Online International Dual Certification Program on Digital Marketing

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**THE CAREER COUNCIL**

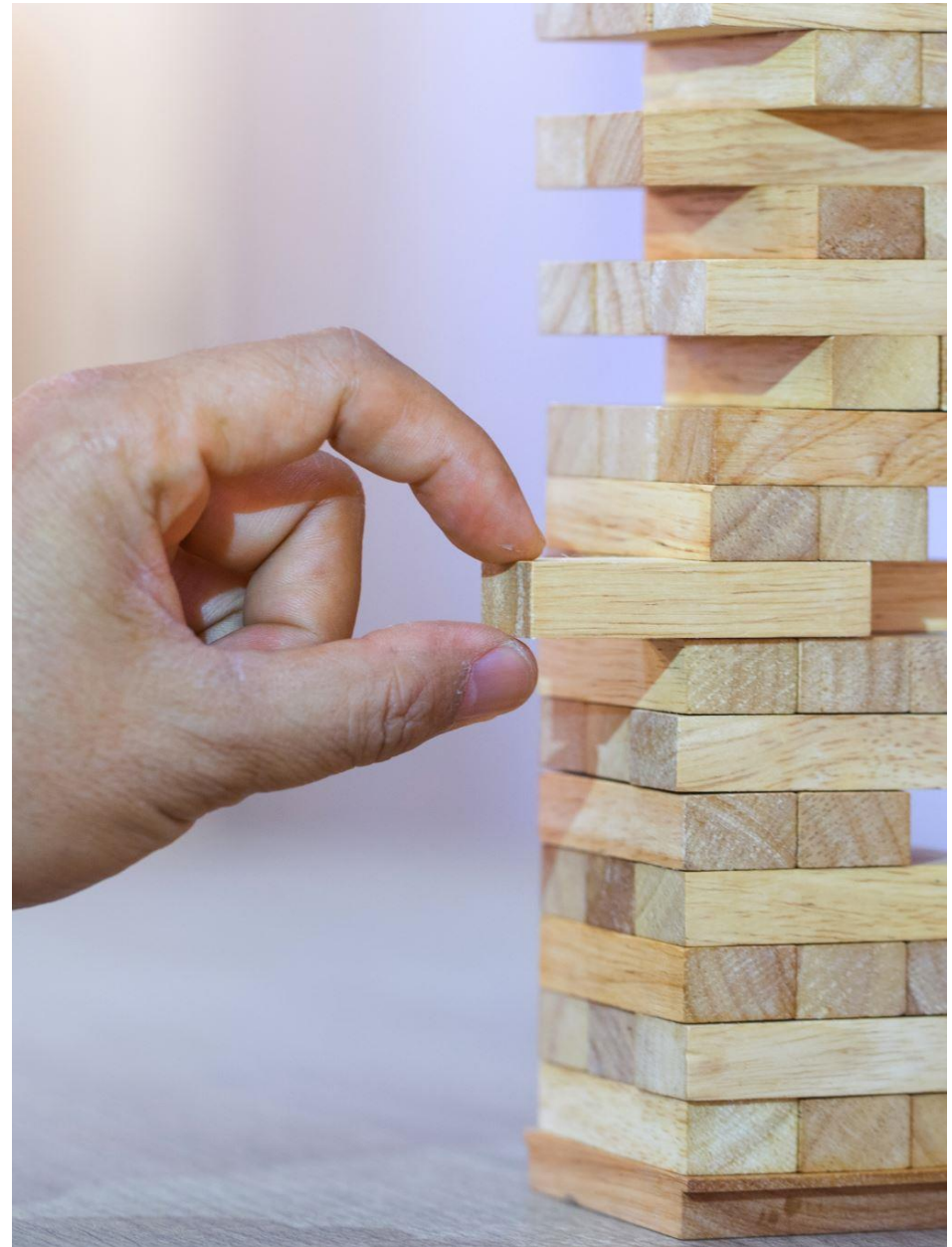
PLACE OF OPPORTUNITIES



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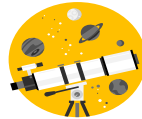
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## About The Career Council

“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 K S Learning Edge Solutions

E-learning Govt. registered Company, that provides corporate training and Digital Marketing Services in Malaysia



<https://kslearning.shoplineapp.com/>

# 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.



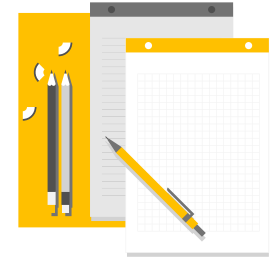
**30 hrs Live  
Weekened Sessions**



**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



## Detail Course Curriculum

### Module- 1

Introduction to Digital Marketing- Overview

### Module-2

Website Planning, Creation and Designing

### Module-3

- A. Introduction to Search Engine Optimization
- B. SEO One-Page
- C. Technical One Page SEO
- D. SEO Off Page Optimization
- E. Keyword Research and Competition Analysis
- F. Report Analysis

## Detail Course Curriculum

### Module- 4

Google Search Console

### Module-5

- A. Introduction to Social Media Marketing
- B. Facebook –Overview
- C. Facebook Advertisement
- D. Instagram Marketing and Advertisement
- E. Twitter Marketing
- F. Twitter Advertisement
- G. LinkedIn Marketing
- H. LinkedIn Advertisement
- I. Quora Marketing
- J. YouTube Marketing
- K. YouTube Advertisement

## Detail Course Curriculum

### Module- 6

Search Engine Marketing, Google Ads and PPC Campaign

### Module-7

Display Advertisement

### Module-8

Google Shopping campaign

### Module-9

Google Ads Express

## Detail Course Curriculum

### Module- 10

Bing Ads

### Module-11

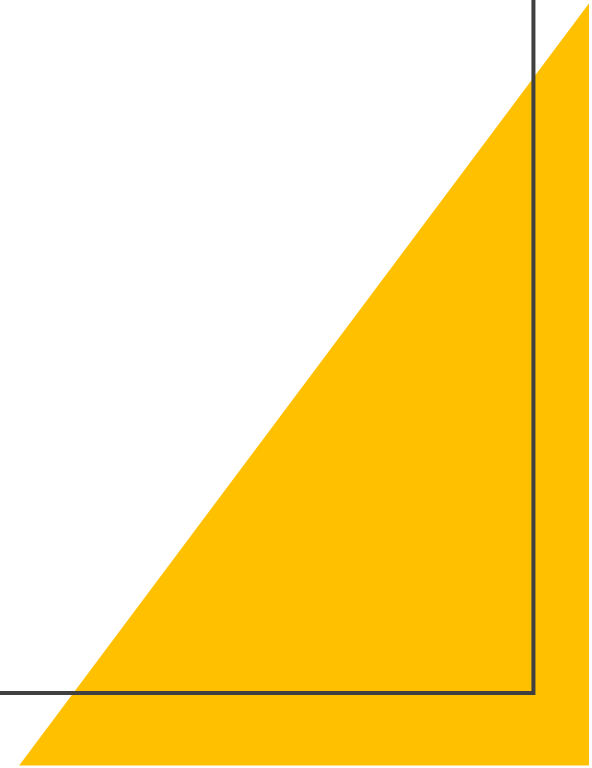
Mobile Marketing Strategies

### Module-12

Remarketing Campaign

### Module-13

Google Analytics and Google Tag Manager





## Detail Course Curriculum

### Module- 14

Online Reputation Management

### Module-15

Email Marketing Strategies

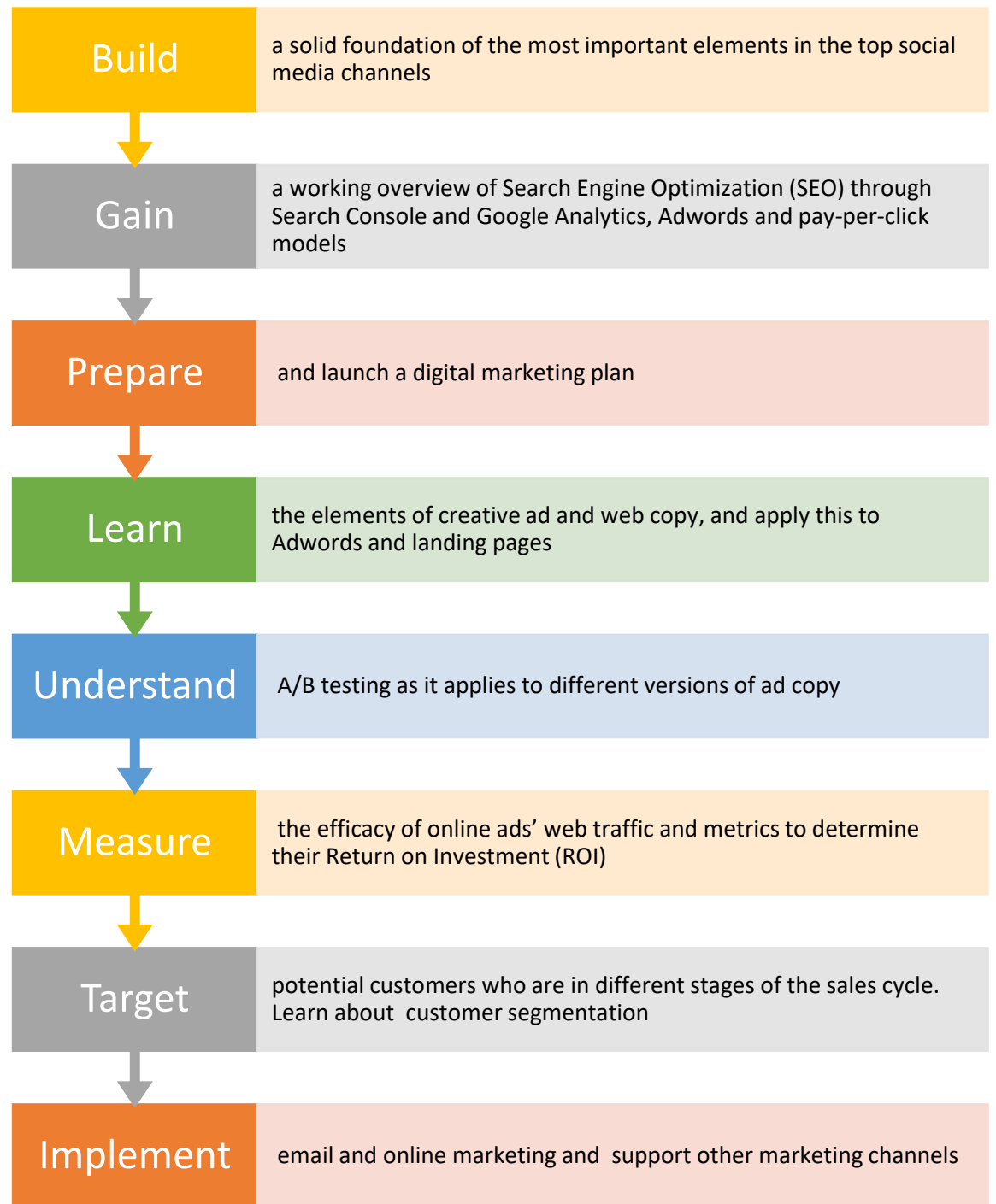
### Module-16

Inbound Marketing

### Module-17

- A. What's App/ Bulk SMS Marketing
- B. Online Money making with Google Ad sense
- C. Money making with Affiliated Marketing
- D. How to get Freelancing Projects

# What will you gain from this Course?



# 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 Project



Ms Jegathiswari Seetha Raman (Arularase Baskar), Founder of KS Learning Edge Solutions, **Bachelor In Business Administration, Dip in IT, Certified NCS Trainer from Thames Oxford Academy, Certified VLC Trainer**, Speaker and Coach with KS Learning Edge, specialist in training and coaching. She has more than 20 years Working Experience in various Industries.

In Training and Coaching, She is well verse in Sales and Marketing, Business Communication, as well in Soft Skills. She was being a trainer for Retrenched as well Unemployed graduate Program under the Ministry of Human Resources, HRDC program in the year 2001, She do have experience, early childhood program as well. Her experience moved to Solely in Training and Coaching for the Sales and Marketing team for one of reputed company In Selangor. She was in the full range of coaching and training start from the goal setting, decision making, Problem Solving, Performance Management, Transformation Leadership. Her experience was formed and developed, moved to a career where to be Freelance Trainer where is she now. She is also a trainer for **PENJANA KERJAYA PROGRAMME**

Besides sales And Marketing, Digital Marketing is also and important aspect where do realize the market needs as well how this market demand. She learned an experience in the Digital Marketing for Sales and Marketing division. Her interest doesn't stop there where would like to share the importance of digital marketing as being a coach this is really an important aspect.

This makes her to more confidence on her profession where she understand their needs (Discovering Clients' need as well public)

Her experience not only in face to face(offline) but as well Online.



# Few Career Options In Digital Marketing



Digital Marketing manager



SEO Manager



PPC/SEM Expert



Web Developer/ Designer



Social Media Manager



Content Writer

# Few Students Testimonial

Hi this is Prachi, I am a student of The Career Council. I am currently pursuing Online Certification Program on Digital Marketing. I am a commerce Graduate and having almost 2yrs of working experience in travel and tourism. I wanted to learn Digital Marketing to enhance my skills and to keep my self update with the current job scenario. I must say, it has been an incredibly good experience with The Career Council in the journey of learning Digital marketing from Scratch. I came to know about more than 30+ Digital Marketing Tools within a month. I enjoyed all my Weekends Live sessions which were remarkably interesting and interactive. On weekdays, they gave mini projects, big brand case studies to make our learning experience more exciting. I also got doubt clearing sessions and guest sessions from different corporates every week. This gave me an opportunity to learn from Market Experts directly. Most importantly, The Career Council has gone beyond their course curriculum and offered us international project in collaboration with a Malaysian Digital marketing company, which is Incredibly helpful to earn an international certificate and to explore the field of Digital Marketing beyond the borders. Even before completion of the course, I have started getting paid internship offers from different corporates. I am incredibly happy with this course and the Institute.

If you want to learn Digital marketing in depth and want to boost your career in this field, then I must Recommend you, join The Career Council because they are the best in shaping your career.



**Prachi Karandikar**  
Digital Marketer  
Veena World Pvt. Ltd

# Few Students Testimonial

Today our world is totally converted into digital world, which has its own advantages and disadvantages. If we talk about marketing digitally, which is in limelight nowadays and making great profits. I am Kaustubh a pharmacy student, I have planned to start a pharmacochemical Industry, but before starting my industry I need to plan many things like ads, promotions, products, and other things required for marketing. As we all know that we are living in a digital era today and because of COVID-19, it's has become very difficult to promote my products physically, door-to-door and difficult to arrange a physical meeting or program to introduce my industry to the public. So, then I thought that many people are using the digital world to run their businesses that is called digital marketing and I thought to pursue a short-term online digital marketing course. After searching for few days, I saw an ad on Facebook. Ad of The Career Council, who are providing short-term online course on digital marketing, and I applied for that.

Now it's time to share my experience about the Career Council, where I have been completing my Online Digital Marketing Course. I everyday have a great experience in learning about the unknown terminologies in digital marketing and its is an amazing and interesting to learn about the marketing tools which are very much useful during operating your online businesses. After every session they assign us assignments like case studies on the big brands which have been developed and has a good reputation in the marketing world. These types of assignments are knowledgeable and with this we also come to know about the big brand's ups and downs, how they started and where are they standing now, everything a digital marketer should know while starting his/her business in the digital platform. I mostly like learning about the sessions on how to advertise your business and products and very importantly how to operate the tools. The faculty is humble, experienced and expert in teaching. I had lots of fun in learning digital marketing with The Career Council, so do you can.

I would like to recommend you digital marketing course with the career council, because firstly you are getting to learn about digital marketing in short time, with that you are getting opportunity to receive online certificates, Placement Training, Internship and Job assistance.

If you also want to persuade a short-term digital marketing course, then The Career Council is one of the best places to make it.



**Kaustubh Kolekar**  
**Digital Marketer and Enterprenuer**

# Few Students Testimonial

Hello, everyone, this is Rutuja, and I am a student of The Career Council. I am currently pursuing Online Digital Marketing course from The Career Council.

Here I am to share with you my incredible journey and experience with this institute.

I am a commerce Graduate and wanted to learn Digital marketing to start my own business. I have searched and enquired in many renowned Digital marketing institutes. Most of those institutes were offering video recordings unlike The Career Council, who offers Live Weekend Sessions along with video recordings. I joined this course because of these Live sessions.

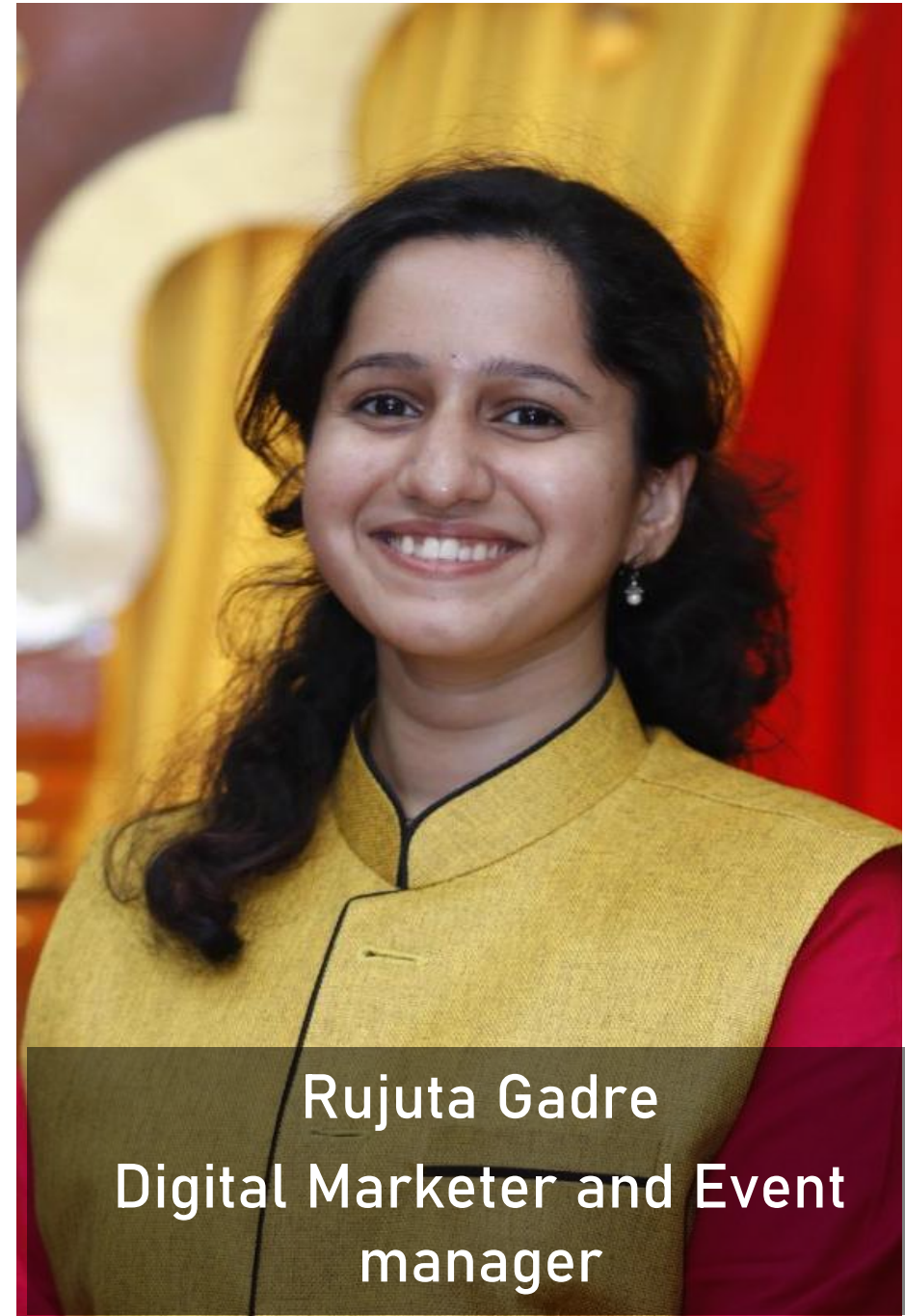
Not only that, but I must also say, apart from live weekend sessions, I got Guest sessions from Different corporates every week and this gave me an opportunity to learn from the market rulers.

They provide an exceptionally good exposure to the digital marketing terminologies and more than 30+ digital Marketing tools I have learned in a month's time. They made my learning journey more exciting by running mini weekly context, giving mini projects on big brand Case studies like Apple, Uber, Coca Cola etc.

I still remember the inauguration day when they surprised us by announcing international project in collaboration with a Malaysian Digital marketing Company. I am incredibly lucky to get this international project which gave me a learning exposure beyond the borders.

The Career Council has always gone beyond my expectations and helped me in understanding Digital marketing in depth. Their faculties are market practitioners, and they always help us with all our doubts and challenges. After doing this course, now I feel confident enough to start my own business.

If you want to learn and explore Digital Marketing, then I must recommend you join The Career Council, because They are the best to give you a kick start in your career.



**Rujuta Gadre**  
**Digital Marketer and Event manager**

Click here for the Video: <https://youtu.be/qSUaIO4VXug>

# Few Students Testimonial

The world is constantly changing its way from physical to towards the Digital world, which also sees a high rise in the marketing part too i.e., the “Digital Marketing”. I am Saad Afzal Manga, a Pharmacy student at Bharati Vidyapeeth College of Pharmacy, Kolhapur and now I am going to share my amazing experience with The Career Council. The E-Learning academy which was in my search list for few months because from today if we see to our future, it will be totally digitalized and may be no one will be marketing physically. Today digital marketing is in trend but tomorrow it will be not just in trend, it will become habit for marketers to earn digitally.

The Career Council has introduced to many new terms and concepts related to digital marketing and also provided opportunity to International Certificate which adds an additional touch to the learning. Every week we got assignment related to our last session, which was another factor because with the help of the assignments we could get a revision of what we studied in last session. The Career Council has engaged me to the digital marketing throughout the course. I came across how to create campaigns, how to manage your social media business accounts and of course I forgot to talk about the marketing tools which were introduced to us, that was the most interesting part of the course. The academy influenced me to go ahead with digital marketing. They have outstanding faculty who always helped us to explore more in this field and make a wonderful career in digital marketing field.

Lastly, I want to thank each member of the Career Council to make their students learn, explore and guide them to an advanced future. I also liked the coordination between the members of the academy and the students, there was a beautiful bond created between us -students, the faculty and the institute members. Our faculty was very interactive, and the members of the academy supported us when we ever felt any difficulty in the course. I had a great experience with the Career Council and if you also want to learn digital marketing, then this is one of the great places to learn and explore. Are you interested to go on a knowledgeable trip of digital marketing with The Career Council, then don't be late to register your names with them because the seats are limited. Hurry time is running.



**Saad Manga**  
**Digital Marketer and**  
**B-pharma Student**

# Few Students Testimonial

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Hi, my name is Kimaya and I am a student of The Career Council, I am currently doing Online Digital Marketing course from The Career Council.

I am here to share with you my incredible learning experience in this institute.

I am a B-Pharma student and I wanted to learn digital marketing to keep myself up to date with the current Digital evolution in pharmaceutical sector. Initially I was little confused about this Digital marketing field and its applicability, but once I joined this course, I realised that there are lots of scopes and growth in this field and I am happy that I took the decision of doing this course in this institute.

The speciality of this institute is that they gives Guaranteed paid internship and placement assistance. Not only that, but they also provide additional 10hrs of placement live training sessions, where they give guidance on effective resume building, LinkedIn profile optimization for job search, Interview tips and Tactics. Even before completion of the course, I have started getting paid Internship offers from different corporates.

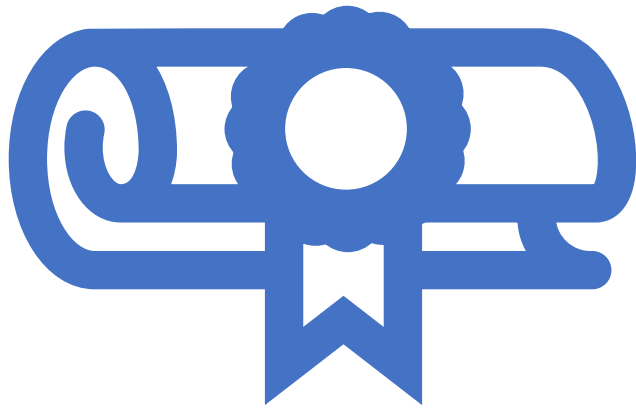
This course is unique, and it helps to get total 7 certificates including Google and Facebook certificates. Apart from this, The Career Council has also provided me an international project in collaboration with a Malaysian Digital Marketing Company which gave me an opportunity to explore the field of Digital Marketing beyond the borders and added an extra weightage in my resume.

I really had an extremely exciting learning experience in this institute, where I took part in mini context, projects, and big brand case studies. I also got opportunities in meeting different market leaders in the field of Digital marketing through Guest sessions and got expert guidance in this course.

If you want to learn and grow your skills in the field of Digital Marketing then I must recommend you, join The Career Council because they are the best in giving you digital wings to your career.



**Kimaya Joshi**  
**Digital Marketer**



## 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

# Admission Process for Online Training Program on Digital Marketing

Fill up Enrolment Form-  
[www.thecareercouncil.com](http://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 30 hrs. of Training
- 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
- Students get eligible for certificate only if they have 80% attendance in Live Sessions and have done 80% of Assignments given to them.
- Recordings of the session is only available on request.
- There will be weekly assignments given by the faculty every weekend, assignments will be evaluated once they are submitted during the Weekdays.
- 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 or Gpay only.
- In case of special discount or group discount, course fee may vary.

# Disclaimer



**THE CAREER COUNCIL**  
PLACE OF OPPORTUNITIES

## Contact US



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