

# **NATIONAL INSTITUTE OF ELECTRONICS AND** रा.इ.सू.प्रौ.सं **INFORMATION TECHNOLOGY (NIELIT)** NIELIT An Autonomous Scientific Society of Ministry of

Electronics and Information Technology, Govt. of India **Delhi Centre** 

## **Certificate Course in Digital Marketing**

Class will be in Mixed Mode(Online+Offline)

Eligibility: Basic knowledge of Computer

**Duration:** 80 Hrs (2 Hrs/Day)

#### Course Outline:

- Digital Marketing Overview
- Search Engine Optimization
- Web Design & Development
- Google Search Console
- E-mail Marketing
- WordPress
- Google Analytics
- Facebook Marketing
- Youtube Marketing
- Google Ads

#### **Admission Process:**

Online Registration form at: https://onlineapply.nielit.in/

Course Fee: 10,000/- + GST\*\*

### **Training Strategy:**

- Mode of Training is Instructor-led live Online and Offline.
- Interactive Query session.
- Soft copy of study material, Training PPT's & Projects Code
- Daily assignment for practice after class
- Digitally Signed Certificate on Completion of training

### **Prerequisite:**

 Attendees must have a computer system/ Laptop with latest configuration with internet connection

**GST\*\*** Current rate is 18%

Helpline no. (Toll Free): 1800116511

NIELIT Delhi Centre, 2 nd Floor, Parsynath Metromall, Inderlok Metro Station, Inderlok, Delhi-110052





