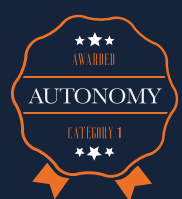
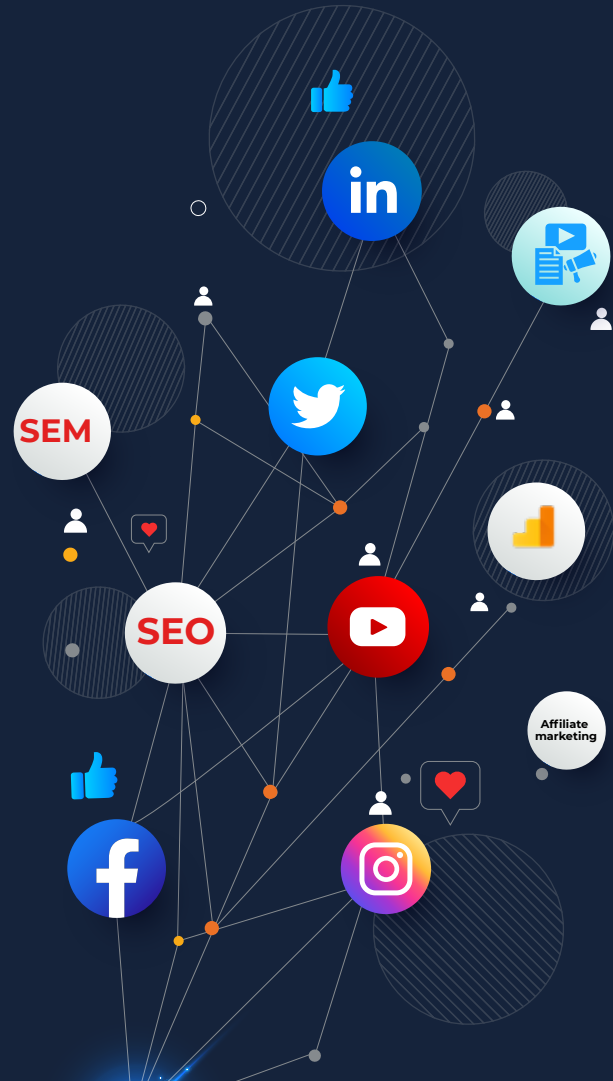




NMIMS GLOBAL ACCESS  
SCHOOL FOR  
CONTINUING EDUCATION

# POWERING TOMORROW'S DIGITAL LEADERS

With **Digital Marketing** Programs



NMIMS**Global**

Powered by **STUKENT**

# What makes Digital Marketing Programs from NMIMS Global powerful?



The consumer landscape has gone digital, and consequently, the traditional sales and marketing paradigms have been steadily changing over the past decade. Marketing is now digital. And the need for adept digital marketing professionals is more than ever. According to a report by Media Partners Asia, an independent provider of research, advisory, and consulting services in the Asia Pacific, ad spends on digital media in India may overtake those on Television by 2024. With Digital Marketing Programs from NMIMS Global, powered by Stukent, upskill yourself to be the marketer of the 21st century.

## Become a 360-degree Digital Marketer

Get the flexibility to specialise in a few areas or become a digital marketing leader with expertise in all areas

### Search Engine Marketing



### Digital Marketing Analytic



### Social Media & Content Marketing



### Digital Marketing Strategy



## Prepare yourself to be the marketer of the future

Acquire in-demand skills in digital marketing



## World's best digital marketing courseware - Stukent

Digital Marketing Programs from NMIMS Global are powered by Stukent whose courseware is used by more than 3200 institutions including Wharton, University of California, Berkeley, NYU, Michigan State University, etc. across 56 countries with more than 2.5 lakh students

### Advantages of Stukent:

Lifetime access for the participants to use for continuous learning beyond the program tenure  
The courseware is updated regularly so that learners are in sync with the current marketing trends

### Hands-on Learning with World's Leading Simulation Programs

Stukent's MIMIC simulation platform features the world's leading simulation programs for all practical aspects of Digital Marketing in which students apply theory and get hands-on experience.



MIMIC Pro



MIMIC Social



MIMIC Digital Marketing Analytics

## Ace Digital Marketing

### Learn from Renowned Academicians & Industry Leaders

The program brings together academicians and industry practitioners from all over the world to train you

**90+**

Faculty  
with Ph.Ds

**140+**

Faculty  
Members from  
IIMs & IITs

Expert Sessions from industry professionals from companies like



### Get a Certificate by India's Top University



- SVKM's NMIMS Deemed-to-be-University is one of India's top Universities with over 4 decades of history in providing stellar academics

**8**

Campuses  
across India

**750+**

Full-time Faculty  
Members

- NMIMS offers multidisciplinary learning offering opportunities to learn and grow in practical aspects of diverse functions across industries
- NMIMS Global gets you the competitive advantage to grow faster in the corporate world

**1,25,000+**

Active  
Students

**650+**

Locations  
in India

### Enriched learning experience

Experience learning with a state-of-the-art ed-tech learning system

- Live Interactive Lectures: Interact with faculty and peers dynamically during or after the lectures
- Access recorded lectures **24X7**

### Exceptional Corporate Recognition

**22,500+**

Alumni in the  
top echelons of  
various  
industries

NMIMS  
GLOBAL alumni  
working across

**7500+**  
corporates



# Choose from 8 programs to power your career

The 8 Digital Marketing Programs by NMIMS Global are designed for industry readiness and offer you the flexibility to choose your desired path in your career. The programs aim to equip participants with hands-on skills in the four areas of **Search Engine Marketing, Social Media Marketing, data-oriented learning with Digital Marketing Analytics, and Digital Marketing Strategy.**

Choose what best suits your career: specialise in a few areas with the Certificate Programs or become an expert digital marketer with the Diploma Programs.



## Certificate Programs Single Specialisation

These are aimed at participants looking to ace a particular field of digital marketing that is best suited for their career goals.



Certificate Program in Search Engine Marketing

Simulation Program Used:  
**MIMIC Pro** - Digital Marketing Simulation



Certificate Program in Social Media & Content Marketing

Simulation Program Used:  
**MIMIC Social** - Social Media Marketing Simulation



Certificate Program in Digital Marketing Analytics

Simulation Program Used:  
**MIMIC Digital** Marketing Analytics Simulation

**3** Month Programs  
Program Validity:  
**6** Months

## Certificate Programs Dual Specialisation

This combined program allows participants to pursue any two of the first 3 modules to help boost their expertise in digital marketing.



Certificate in Search Engine Marketing & Digital Marketing Analytics

Simulation Programs Used:  
**MIMIC Pro** - Digital Marketing Simulation  
**MIMIC Digital** Marketing Analytics Simulation



Certificate in Search Engine Marketing & Social Media and Content Marketing

Simulation Programs Used:  
**MIMIC Pro** - Digital Marketing Simulation  
**MIMIC Social** - Social Media Marketing Simulation



Certificate in Social Media and Content Marketing & Digital Marketing Analytics

Simulation Programs Used:  
**MIMIC Social** - Social Media Marketing Simulation  
**MIMIC Digital** Marketing Analytics Simulation

**6** Month Programs  
Program Validity:  
**12** Months

## Professional Certificate in Digital marketing

makes participants industry-ready for most digital marketing roles in the industry.



Professional Certificate in Digital Marketing

**Covers 3 Modules**

- Search Engine Marketing
- Social Media Marketing
- Digital Marketing Analytic

Simulation Programs Used:

**MIMIC Pro** - Digital Marketing Simulation  
**MIMIC Social** - Social Media Marketing Simulation  
**MIMIC Digital** Marketing Analytics Simulation

**9** Month Program  
Program Validity:  
**18** Months

## Professional Diploma Program

builds participants' digital marketing skills from the ground up, makes them specialists in all areas, and prepares them to devise strategies for digital communication and gain real-world experience of being a complete digital marketer with an industry project.



Professional Diploma in Digital Marketing

**Covers 4 Modules**

- Search Engine Marketing
- Social Media Marketing
- Digital Marketing Analytics
- Digital Marketing Strategy

Simulation Programs Used:

**MIMIC Pro** - Digital Marketing Simulation  
**MIMIC Social** - Social Media Marketing Simulation  
**MIMIC Digital** Marketing Analytics Simulation

**12** Month Program  
Program Validity:  
**24** Months

## 4 Powerful Modules to Get You Industry-Ready

### Module A Search Engine Marketing

This module trains participants to master SEM with thorough understanding of search engines, optimising web presence using SEO techniques, and devise strategies for SEM campaigns..

#### Key skills acquired:



**On-page and Off-page SEO**



**SEO Analytics and tools**



**Website architecture**



**Writing Targeted Ads**



**Landing Page Optimisation**



**Email Marketing**



**Paid search and analytics**



**Google Ads**



**Display Ads**



**Programmatic Buying**

#### Simulation Program:

MIMIC Pro - Digital Marketing Simulation



#### Top Jobs to look for:

SEM Manager, SEO Analyst/Expert, Digital Marketing Executive (SEO, SEM, PPC)

### Module B Social Media Marketing

This program helps participants understand in-depth different social media platforms: Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, Quora, Blogs and YouTube, and how have they disrupted traditional marketing. They learn to develop and execute platform-specific marketing communication content and strategies in all forms: earned, owned, and paid social media campaigns.

#### Key skills acquired:



**Organic Social**



**Paid Social**



**Social Media Metrics**



**Content Strategy**



**Personal Brand Management**



**Influencer Marketing**

#### Simulation Program:

Mimic Social - Social Media Marketing Simulation



#### Top Jobs to look for:

Social Media Executive/Manager, Social Media Analyst, Content Marketing Manager, Content Writer

## Get Equipped for the Best Industry Opportunities

### Module C Digital Marketing Analytics

Through this program, participants get to apply a structured decision-making framework to take data-driven decisions. Using analytics and marketing tools, the participants learn to optimise the media mix and allocate appropriate budgets to bolster campaign reach and engagement.

#### Key skills acquired:



**Data Technologies and Marketing data platforms**



**Data Analysis**



**Measurement Models**



**Data-driven decision Making**



**Data Visualisation**



**Digital Planning & Buying**



**Website Analytics**



**Media mix optimisation and budget allocation**



**Search Analytics**



**Social Media Analytics**



**Web/App Analytics**



**Email Analytics**

#### Simulation Program:

Mimic Digital Marketing Analytics Simulation



#### Top Jobs to look for:

Digital Marketing Analyst, Digital Media Planner/Buyer, Data Analyst, Paid Media Specialist, Digital Campaign Manager

### Module D Digital Marketing Strategy

Build data-driven disruptive strategies for the digital ecosystem that supplement the overall marketing strategy, aided with the knowledge of Marketing Automation and use of AI in Marketing. Hit the ground running with an industry project capturing analysis of all aspects of a company's marketing efforts on digital.

#### Key skills acquired:



**Digital Marketing Strategy Framework**



**Platform Business Models**



**On-Channel Marketing**



**Digital Collaboration**



**Marketing Automation**



**AI in Marketing**

#### Industry Project:

The project will be a study of an organisation's overall digital marketing strategy. The participant will be required to provide industry overview, organisation's background, analysis of organisation's marketing efforts on Digital Channels and overall digital marketing strategy, along with conclusions and recommendations.

#### Simulation Program:

MIMIC Pro - Digital Marketing Simulation

#### Top Jobs to look for:

Digital Marketing Specialist/Manager, Digital Strategist, Marketing Automation Specialist

## Join the future league of digital marketing professionals

### Eligibility Criteria

- HSC 10+2 from a recognised board and
- SSC + 2 years of experience



### Fee Structure

Program	Fee (INR)	Duration
• 3-month Certificate Programs	27500 + GST	3 months
• 6-month Certificate Programs	52500 + GST (One-time payment) or 55000 + GST (Payable in 2 installments)	6 months
• 9-month Certificate Programs	78000 + GST (One-time payment) or 82500 + GST (Payable in 3 installments)	9 months
• Professional Diploma Program	99000 (Inclusive of GST, One-time payment) or 110000 (Inclusive of GST, Payable in 4 installments)	12 months

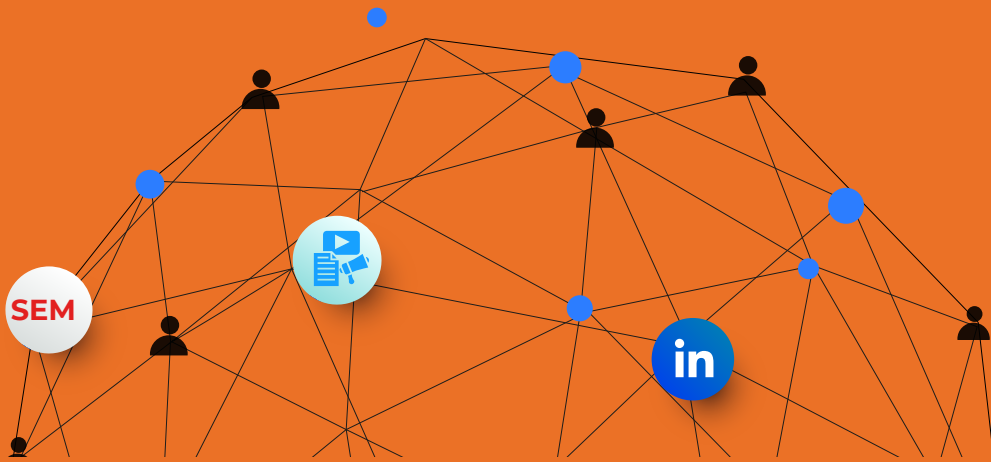
### Best-in-class Student Support Services



Resolve your queries with our student support services with CSAT ratings of over 85%

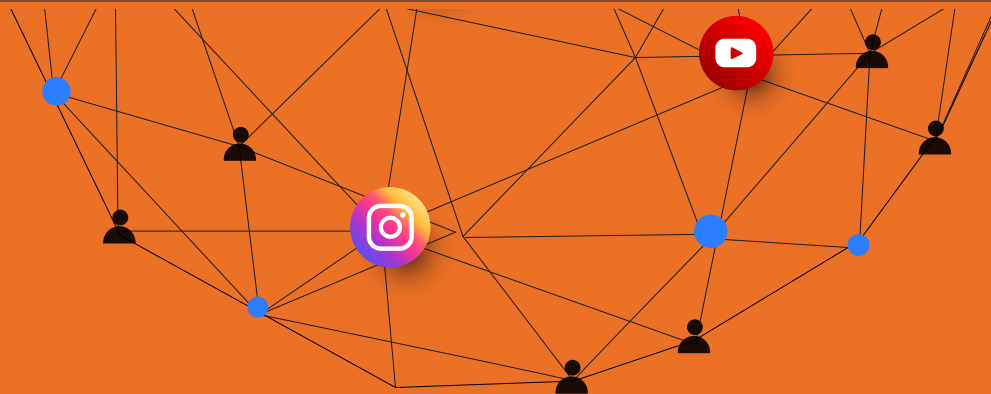
- Clarify all issues pertaining to Admissions, Academics, Examinations, Books, Identity cards, Fee Receipts, etc.
- Transparent and unhindered interaction via email, toll-free no, and live chat with our management teams across all levels

To know more about fee structure and modes of payment, please visit <[www.online.nmims.edu](http://www.online.nmims.edu)>



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Website: [online.nmims.edu/digital-marketing/](https://online.nmims.edu/digital-marketing/)  
Get directly in touch with us at 1800 1025 136



AUTHORISED ENROLMENT PARTNER

