Digital Marketing Specialist

Diploma in Master o f Digital Marketing
Separate Digital Marketing Certificate program

Content of Course

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<u>*About the Course*</u>

The Digital Marketing Specialist Masters Program is Designed to transform you into a digital powerhouse
With in-depth expertise in every branch of online Marketing. The training is structured around a proven learning path prescribed by senior industry leaders.
Hands-on learning with live projects and simulation Exams complements best course content in SEO, PPC, social media, and web analytics, etc. Monthly mentoring sessions by keynote influencers and thought leaders round out the learning, adding a standard dimension to the training. More organizations continue to embrace the need for a stronger digital marketing strategy and the demand for digital marketing professionals are at an all time high. Sharpening your skills in this competitive field is a must to give your career a substantial advantage. This Diploma Program in Digital Marketing in partnership with Mastermind computer institute is designed to help you master the key focus areas in digital marketing, including search engine optimization (SEO), social media, pay-per-click (PPC), web analytics, and email marketing, google anayaltici etc. Through this program you will be able to develop a set of in-demand digital marketing skills that can accelerate your career trajectory by helping students deliver outstanding results.Whether you're looking for a new career in digital marketing or wish to improve your marketability to potential employers, this program is all you need to make you industry-ready. Acquire relevant skills through extensive hands-on practice with a wide range of simulations and projects that will enable you to launch and seamlessly manage your digital marketing campaigns. Train

on the latest digital marketing tools; learn how they work, and how to apply them for maximum results — all through one comprehensive program.

The Digital Marketing Specialis t Masters Program is designed to transform you into a digital powerhous e

Course details

Diploma in Master of Digital Marketing Diploma course (1 year)	1 year course 614 hour/ 52 weeks	70 % practical 30 % theory	EMI Options

We provide separate Certificate of below program

1. Social Media Marketing
2. Google AdWords & Online Display Advertising
3. Content Marketing
4. Search Engine Optimization
5. Email, Viral and Affiliate Marketing
6. Mobile Marketing
7. Digital Marketing Analytics
8. Web and Social Media Analytics
9. Etc.

Certificate course (2 month)	2 month course 156 hour/ 13 weeks	70 % practical 30 % theory	EMI Options

Key Features

- Industry-recommended learning path
- Exclusive access to Digital Marketing Experts
- Earn a Masters Certification on completion
- Prepares learners for 9+ certifications
- Covers 40+ digital marketing tools
- 6 month of high-quality Learning
- Membership of Master Mind institute

ANURANJAN MASTERMIND COMPUTER

181-AM, Sukhliya Main Road, Near Bapat Squar, Indore
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Learning Path

STEP 1

Mastering SEO,
Content Marketing,
PPC and Digital
Analytics

STEP 2

Mastering Social
Media,
Mobile Marketing and
Digital Strategy

STEP 3

Advanced Web
Analytics

STEP 4

Advanced Search
Engine Optimization
(SEO)

STEP 5

Advanced Pay Per Click
(PPC) Certification
Program

STEP 6

Advanced Social Media
(With OMCP Voucher)

Optional Electives

1. Advanced Mobile Marketing
2. Advanced Email Marketing
3. Advanced Content Marketing
4. Advanced Website Conversion
5. Rate Optimization
6. HubSpot Email

DIGITAL MARKETING SPECIALIST

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Change Your Life

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SEO

Content Marketing

Content Marketing

PPC BASICS: HOW DOES IT WORK?

HOW DOES PPC WORK?

PPC

A digital advertising model that stands for Pay-Per-Click, in which advertisers are charged a certain amount every time the ad is clicked.

KEYWORD

A word or a phrase that matches what people are Googling, every PPC ad contains certain keywords.
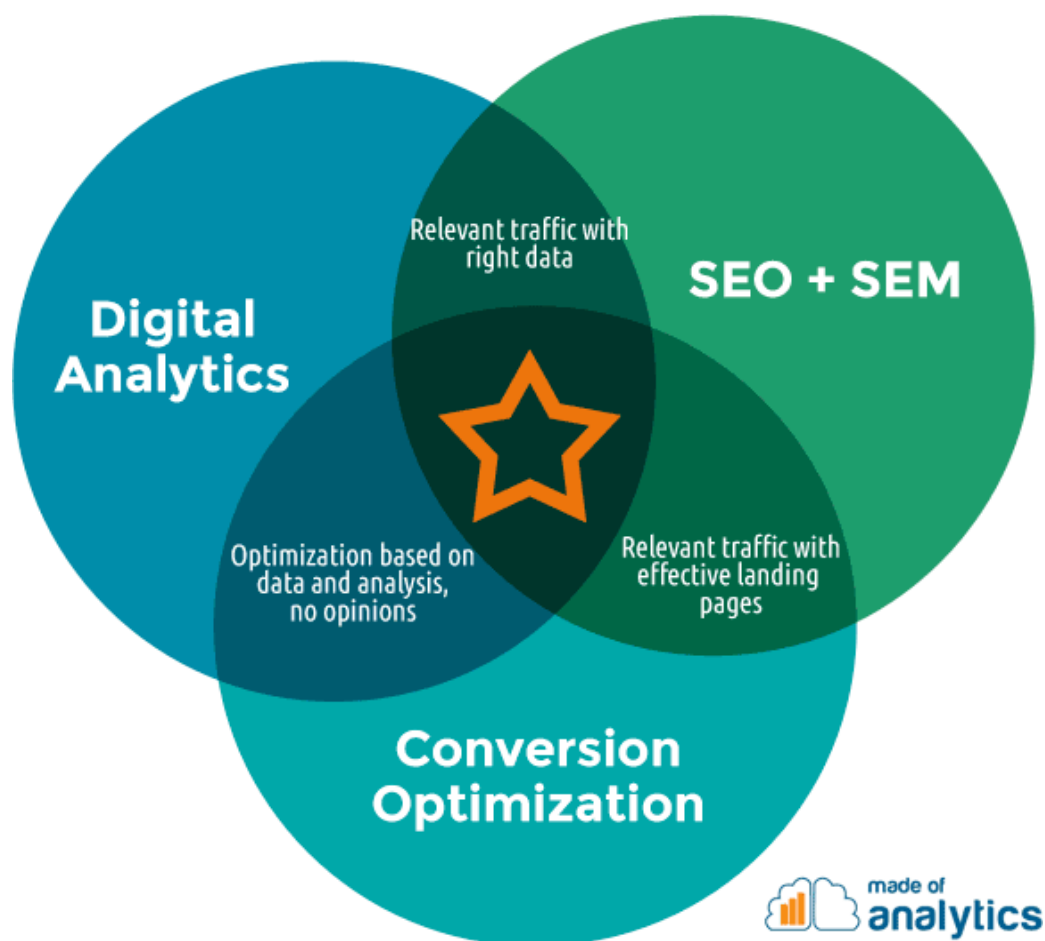
CTR

Measures the number of clicks advertisers receive on their ads, stands for Click-Through-Rate.
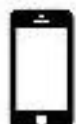
CPC

Stands for Cost-Per-Click and it's the final amount you are charged for a click on your PPC ad.

Analytics

Mobile Marketing

Web Anayatics

Digital Strategy

Social Media Marketing

Social marketers' top goals for social

70% Increase brand awareness

59% Sales/lead generation

48% Increase community engagement

46% Grow my brand's audience

45% Increase web traffic

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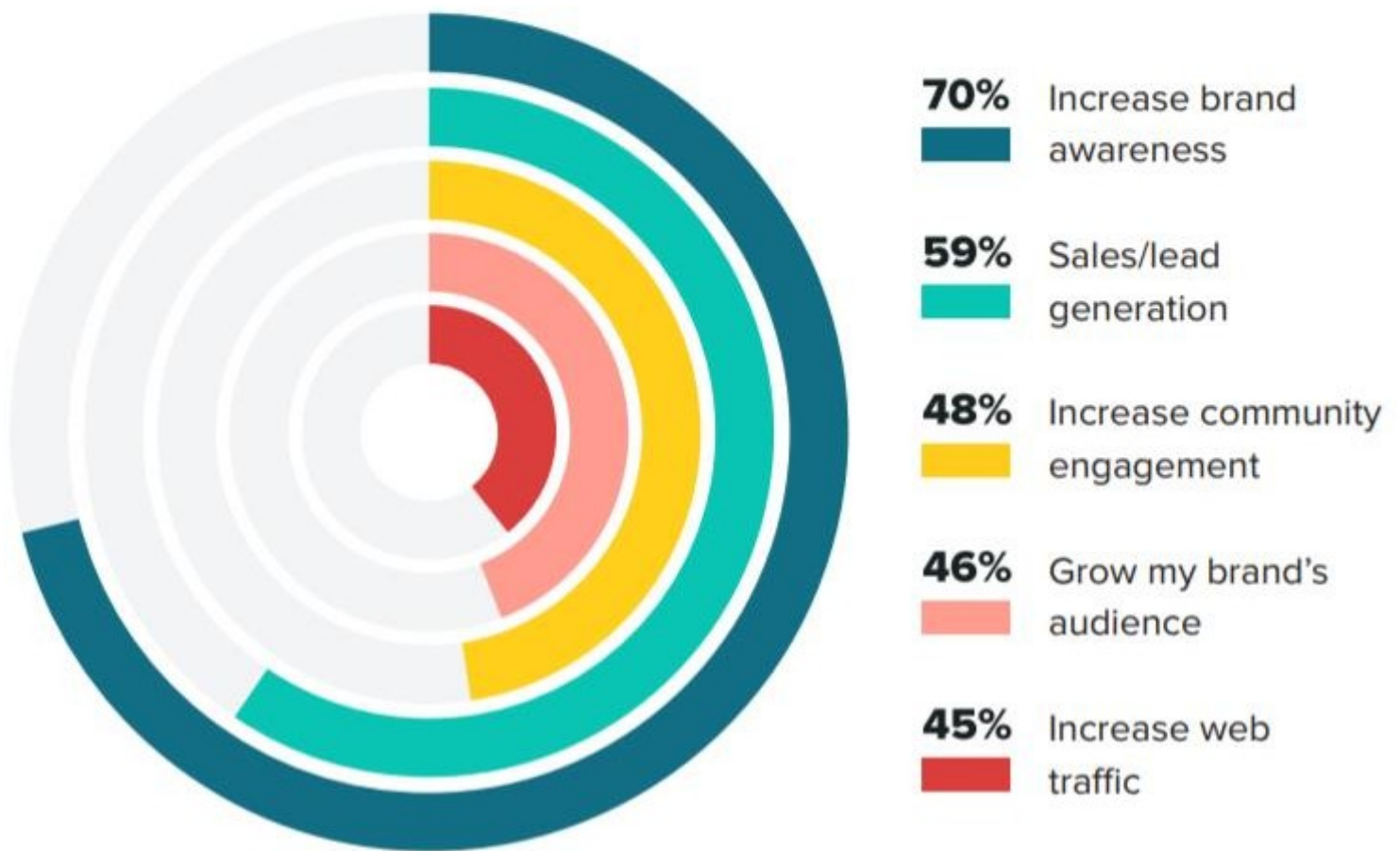
The best

Digital Marketing

Education

STEP

1	2	3	4	5	6

Mastering SEO, Content Marketing, PPC and Digital Analytics

Fundamentals of Marketing

This course will help you master digital channels such as search engine optimization (SEO), content marketing ppc, programmatic and digital analytics.

Key Learning Objectives

- ☐ Gain an in-depth understanding of the search engine optimization (SEO) and fundamentals of digital marketing
- ☐ Master digital marketing analytical tools - Google Analytics
- ☐ Gain the core concepts of Content Marketing and Digital Analytics
- ☐ Understand the fundamentals of PPC and Google Ads

Course Curriculum

- ✔ Digital Marketing Program Introduction
- ✔ SEO Foundation
- ✔ Content Marketing Foundation
- ✔ Digital Analytics Foundation
- ✔ Google Analytics
- ✔ PPC Foundation
- ✔ Google Ads Fundamentals
- ✔ Programmatic Buying

STEP

| 1 | **2** | 3 | 4 | 5 | 6 |

Mastering Social Media, Mobile Marketing and Digital Strategy

Demystifying Digital Channels

This course will make you an expert on digital channels and how to target the right audience. You will learn about social media, facebook marketing, youtube marketing, email and mobile marketing, and marketing automation.

Key Learning Objectives

- ❑ Gain in-depth knowledge on Social Media Marketing channels like
- ❑ Facebook, Instagram, Youtube and Twitter
- ❑ Understand the foundation of Email and Mobile Marketing
- ❑ Garner skills to create an e_cient Digital Marketing Strategy

Course Curriculum

- ✔ Social Media Foundation
- ✔ Facebook Marketing
- ✔ YouTube and Video Marketing
- ✔ Twitter Marketing
- ✔ Mobile Marketing Foundation
- ✔ Email Marketing Foundation
- ✔ Marketing Automation Foundation
- ✔ Website Conversion Rate
- ✔ Optimization Foundations
- ✔ Digital Marketing Strategy

STEP

1	2	**3**	4	5	6

Advanced Web Analytics

Performance Analysis

This Advanced Web Analytics certification training course helps you master the critical elements of social media, web, mobile, and content analytics.Learn how to optimize your organization's ability to make highly informed business decisions based on data analytics.

Key Learning Objectives

☐ Attain in-depth knowledge of Digital Analytics along with business understanding

☐ Become an expert at collecting and working with multi-channel data

sources, performing quantitative and qualitative analysis and more

Course Curriculum

- ✔ Introduction to Digital Analytics
- ✔ Building Blocks
- ✔ Fundamentals of Digital Analytics
- ✔ Business Perspective
- ✔ Methodology -Lean Six Sigma
- ✔ Data Analysis Fundamentals
- ✔ Analysis Perspective: Providing Insights
- ✔ Enabling Capabilities
- ✔ Managing Analytics

- Audience
- ✔ Acquisition
- ✔ Behavior
- ✔ Conversions Onboarding
- ✔ Retention and Expansion
- ✔ Advocacy
- ✔ Privacy and Ethics

✔

STEP

1	2	3	**4**	5	6

Advanced Search Engine Optimization (SEO)

SEO Tools & Techniques

The Advanced Search Engine Optimization (SEO) course is designed to transform you into an industry-ready SEO professional from day one. You'll master the many facets of SEO, including the process of organically driving tra_c to your websites with keyword management and research, on-page and o_-page optimization, link building, URL building, SEO analytics and more and you'll acquire extensive project experience to prepare you for managing inbound marketing initiatives.

Key Learning Objectives

❏ Attain the essential knowledge in SEO techniques

❏ Get the in-depth understanding on:

- o On-page best practices
- o   SEO methods to generate relevant keywords
- o Competitive analytics
- o Design & architecture
- o Site optimization & best practices
- o SEO for local search
- o SEO site audits

Course Curriculum

Lesson 1 : Introduction to SEO
Lesson 2 : How Search Engines Work
Lesson 3 : Keyword Research
Lesson 4 : On-Page Optimization
Lesson 5 : Website Management and Optimization
Lesson 6 : O_-Page SEO
Lesson 7 : Planning A New Website Lesson
8 : Market Your Optimized Website Lesson
9 : Analytics and Measurement Lesson 10 :
What's Next-Learning Path

STEP

1	2	3	4	**5**	6

Advanced PPC Certification Program

PPC Tools & Techniques

The Advanced PPC Course is designed to transform you into an industry-ready paid marketing professional. Follow our clear, structured learning path recommended by industry experts and fast-track your career. You will learn to master the nuances of pay per click, display advertising, conversion optimization, and web analytics, and you'll acquire extensive project experience to prepare you for managing paid marketing initiatives.

Key Learning Objectives

☐ Understand the Keyword research and organization along with
☐ managing search
☐ Understanding the advanced Ad features, testing and extensions
☐ Know the audience types and how to segment it to reach the customers

Course Curriculum

No	Lesson	NO	Lesson
1	Psychology of Search	17	Display Targeting Options
2	Buying Funnel	18	Display Ad Formats
3	Understanding Keyword Organization	19	Setting And Measuring Goals
4	Keyword Match Types	20	Bidding and Attribution
5	Negative Keywords and Managing Search Terms	21	Reporting and Testing
6	Keyword Research	22	Ad group organization
7	Creating Compelling Ads	23	Campaign Organization
8	Advanced Ad Features	24	Working with Multiple Accounts
9	Ad Testing	25	Introduction to Quality Score
10	Ad Extensions	26	Working with Quality Score
11	Campaign Types Budget and Reach	27	Quality Score Diagnosis and Pivot Tables
12	Location and Language Targeting	28	Setting Up Your PPC Strategy
13	Introduction to Audience Types	29	Creating Your Account
14	How to Segment Data and Create Lists	30	Managing Your Account
15	Using the Audience Lists to Reach Customers	31	Shopping and Video Campaigns
16	Introduction to the Display Network	32	Automation and Other Tools

STEP

1	2	3	4	5	**6**

Advanced Social Media

Social Media Marketing Tools & Techniques

The Advanced Social Media Course will transform you into an industry-ready social media marketer. It combines the disciplines of advanced social media, advanced content marketing and advanced web analytics course to help you elevate your brand and execute compelling social campaigns.

Key Learning Objectives

- Understand the in-depth concepts of social media marketing
- Get to know more on social media tools
- Learn from scratch about Youtube and video marketing
- Learn about advertising and Facebook Marketing Platform

Course Curriculum

NO	Lesson	NO	Lesson
1	Advanced Social Media Marketing	13	Video and YouTube
2	Youtube and Video Marketing	14	YouTube Advertising
3	Facebook Marketing and Advertising	15	Social Networking and Facebook
4	Social Media Tools	16	Facebook Advertising
5	Introduction to Social Media	17	Microblogging and Twitter
6	Creating a Social Media Strategy	18	Twitter Advertising
7	Understanding Paid Earned and Owned Social Media	19	Online Reputation Management
8	Social Sharing	20	Social Media Measurement
9	Advanced Social Media Marketing	21	Social Media Analytics
10	Youtube and Video Marketing	22	Pinterest Marketing
11	Blogging for Business	23	Marketing through LinkedIn
12	Finding and Communicating with Influencers	24	Instagram

Other Electives

Advanced Content Marketing

The Advanced Content Marketing Program trains learners in the principles and techniques of content marketing. Prepared by leading influencers and thought leaders, the course avenues for deep expertise building in planning, executing, and monitoring content marketing strategy. The course covers all areas of content marketing, including SMM, event marketing, content strategy, and more.

Advanced Website Conversion Rate Optimization

Master the skills that enable you to consistently increase landing page conversion rates on microsites and websites with Master Mind computer institute Conversion Rate Optimization course. You will learn about the various aspects of conversion optimization and how to analyze website traffic so you can design campaigns that can capture visitors' attention.

HubSpot Email Marketing Certification Training

The HubSpot Email Marketing Certification Training will guide you on how to plan an email marketing strategy and how to work on the HubSpot's email marketing tools. This will prepare you to build an email marketing strategy and trust with your contacts.

Advanced Mobile Marketing

The Advanced Mobile Marketing Program is designed to transform learners into industry-ready mobile marketers with skills in mobile advertising, responsive design, mobile analytics, and more. Prepared by leading experts in the field, the course is a great choice for teams of marketing professionals, business development professionals, and entrepreneurs.

Advanced Email Marketing

The Advanced Email Marketing Program is designed to transform learners into email marketing strategists. Prepared by leading digital marketing experts, the course trains learners in strategizing and executing email campaigns for all purposes, including sales, promotions, business solicitations, brand building, and credibility building.

Skills that will learn in this course

1. ## Analytics and data insights
   - In this introduction to Analytics, we'll show you how to collect and analyse user data and turn it into actionable insights.
2. ## Business strategy
   - Learn how to define and track clear goals, segment audiences and analyse data to help improve your online marketing efforts.
3. ## Content marketing
   - Learn how to grow brand awareness and get more conversions by creating and distributing high-value content to potential customers.
4. ## Display advertising
   - Get noticed online by identifying the right audiences, ad networks and strategies for your display ads.
5. ## E-commerce
   - All the strategies and tools you need to build an online store, sell effectively online and optimise the user experience.
6. ## Email marketing
   - Master the basics of email marketing, including how to track responses, create simple landing pages and use A/B testing.
7. ## Local marketing
   - Reach and engage potential customers nearby, using local directories, mobile marketing and by building a local search presence.
8. ## Mobile
   - Learn the differences between mobile sites and apps and develop the most effective mobile SEO and advertising strategies.
9. ## SEM
   - In this introduction to Google Ads, learn about the different research tools available, plus how to choose keywords and optimise campaigns for a better return.
10. ## SEO
    - Understand the differences between organic and paid search, learn how to develop the most effective SEO plan and optimise web pages so that users can find content easier.
11. ## Social media
    - Find out how to identify the right social network sites, create great content users will love and measure your success.
12. ## Video
    - Discover how to integrate video into an online strategy, create video ads on a budget and make sure they're seen by the right people.
13. ## Web optimisation
    - Identify the right digital channels that will help you achieve your business goals and create better online user experiences.

Course learning Point

☐ Digital Marketing Foundation ☐ Competitor and Website Analysis

☐ Market Research & Niche Potential. ☐ Website Design using WordPress CMS

☐ Email Marketing ☐ Content Creation and Promotion.

☐ Search Engine Optimization ☐ Social Media Marketing, Optimization & Advertising.

☐ PPC Google Ads Campaign Management, Optimization, and Reporting.

☐ Bing Advertising. ☐ Mobile Marketing (SMS Marketing) ☐ GEO Marketing

☐ YouTube Video Marketing & Advertising ☐ Website Data Analytics ☐ Affiliate Marketing
☐ Blogging ☐ Freelancing ☐ Google AdSense ☐ Digital Marketing Plan & Budget Forecast

☐ Digital Marketing for MULTIPLE Business TYPES

☐ Product Marketing (Google Ads, Instagram, Facebook).

☐ Neuro Marketing Fundamentals ☐ Paid Ads Optimization Strategies

☐ Online Reputation Management. ☐ Digital Marketing Automation

☐ FREEMIUM AND PREMIUM Digital Marketing Tools. ☐ Case Studies

☐ Internationally Recognized Certification Guidance (Google, Microsoft Bing, and HubSpot).

☐ Working on Real-Time Projects (Internship Opportunities for eligible Students).

☐ Career Counselling and Interview Preparation Guidance

☐ Digital Marketing Project Management ☐ MindSet Program

☐ Digital Marketing Growth Hacks.

Digital Marketing Course Syllabus Details
What will learn students?
Module

Introduction to Digital Marketing
1. What is Digital Marketing?
2. Why Digital Marketing?
3. Digital Marketing platforms?
4. Digital Marketing – Organic & Paid
5. Digital Marketing era and the way forward
6. Digital Marketing for students, professionals and businesses

Search Engine Optimization (SEO)
1. What is SEO?
2. Growth of SEO in the recent years
3. Ecosystem of a search engine
4. What are the kinds of traffic

On Page Optimisation (OPO)
1. What is on-page optimization?
2. HTML basics
3. CSS basics
4. Meta Tags usage
5. Using Javascript to our Advantage
6. Graphics Optimization
7. Contextual interlinking
8. Microformats & schemas
9. Improving demographic score

Off-Page Optimization
1. Linking Strategies
2. Competitor Analysis
3. Sculpting
4. Link Baiting
5. Professional Article Exchange
6. Social Book Marking and Promotions
7. Directory submissions

Misc Tools
1. Google Webmaster Tools
2. Site Map Creators
3. Browser-based analysis tools
4. Page Rank tools
5. Pinging & indexing tools
6. Dead links identification tools
7. Open site explorer
8. Domain information/whois tools
9. Quicksprout

Search Search Engine Marketing (SEM)

1.   Introduction to SEM
2.   SEM platforms – paid platforms
3.   Introduction to Google AdWords
4.   What is Google AdWords?
5.   How is it different from other platforms?
6.   Create an AdWords account
7.   Key terminologies in Google AdWords
8.   Google AdWords Account Structure
9.   Ad approval process
10.   Campaign creation process
11.   Search & Display network
12.   Keyword Match types
13.   Keyword selection (Keyword planner)
14.   Display Planner
15.   Ad Extensions
16.   Different types of extensions
17.   Creating location extensions
18.   Creating call extensions
19.   Create Review extensions
20.   Ad creation process
21.   Keyword Grouping
22.   Bidding techniques – Manual / Auto
23.   Site Targeting
24.   Keyword targeting
25.   Demographic Targeting / Bidding
26.   CPC-based, CPA-based & CPM-based accounts

Advanced Campaign Settings

1.   How to handle different devices
2.   Mobile-specific bids
3.   Ad Scheduling
4.   Ad Rotation
5.   Ad delivery settings

Analysing Account Performance

1. Account interface analysis of data
2. Understanding metrics
3. Search Terms report
4. Placement Performance report
5. Analyzing keywords, Ads
6. Landing page relevance
7. Quality score
8. Ad Rank
9. Cost/Benefit analysis of campaigns
10. How to add / remove relevant keywords
11. Optimization Process
12. Keyword Optimization
13. Ad Text Optimization
14. Landing page optimization
15. Bid/Budget optimization
16. Return on investment Vs Branding
17. Attain equilibrium b/w keyword relevance, ad text and Landing page quality
18. Understanding LPQ and issues

AdWords Editor

1. AdWords Editor
2. Creating optimized campaigns
3. Understanding AdWords Editor options
4. Easy optimization of accounts
5. Analysis of accounts using AdWords Editor
6. AdWords Editor shortcuts
7. Analysing existing accounts
8. Exporting accounts into different formats

Conversions

1. Understanding Conversion Tracking
2. Types of Conversions
3. Setting up Conversion Tracking
4. Verify Conversion Tracking
5. Tracking Conversions
6. Optimizing Conversions
7. Track offline conversions
8. Analyzing conversion data
9. Conversion optimizer
10. Target CPA

Working with Display Network

1. Ad Formats
2. Creating Image Ads
3. Optimizing image ads
4. Choosing placements
5. Frequency capping

Mobile Ads

- What is mobile ads?
- Creating mobile ads?
- What are the types of mobile ads?
- AdWords for mobile

Click to Call Campaigns

- Create click to call campaign
- Analyze the campaigns

- Optimize the ads for mobile
- What is youtube advertising?
- Why should one advertise on youtube?
- Creating youtube campaigns
- Choose the audience for video ads
- Instream ads
- In-video ads
- In-search ads
- In-display ads
- Measuring your YouTube ad performance
- Drive leads and sales from YouTube ads

My Client Center (MCC)

- What is MCC?
- Who can be an MCC?
- How to signup for an MCC account?
- Adding clients for MCC account
- Monitoring child accounts
- What is MDS?
- UI Access and API access
- Creating multiple MCCs

Access Levels

- Sharing an AdWords account
- Different access levels
- Admin access
- Standard Access levels
- Email only Access
- Read-only access

Billing in AdWords

- Different types of billing
- Postpay and Prepay [Automatic and Manual]
- Billing issues
- Retry card
- Troubleshooting issues
- Primary card and back up card
- Promo codes and working with
- Tracking invalid clicks
- What should be done
- IP exclusion

Dynamic Search Ads

- What are dynamic ads?
- Creating dynamic search ads
- Keyword Insertion Library
- What is shared library?
- Shared Budgets
- Sharing negative keywords
- Creating shared audience

Reports

- Running keyword reports
- Campaign and Ad group level reports
- Placement performance report
- Running analysis reports

Remarketing Campaigns

- What is remarketing?
- How do I create a remarketing campaign?
- Remarketing campaigns
- Creating custom combinations
- Creating URL rule
- Creating a remarketing tag

BING AdCenter

- Bing AdCenter

Facebook Marketing

- Facebook Paid Marketing
- Running paid campaigns
- Managing interests
- Create custom audiences
- Create multiple adverts
- Power editor

Analyze Campaigns

- View FaceBook Insights
- Data Interpretation

Linkedin Marketing

- LinkedIn Paid Campaigns split testing Web Analytics
- Introduction to Web Analytics
- GA Terminology (Dimensions & Metrics)
- Introduction to Reports
- Audience Reports, Traffic Sources and Content Reports
- Basic Setup
- Campaign Tagging & Reporting
- Understanding Conversions
- Understanding Goals and Funnels
- Dashboard
- Custom Reporting
- Understanding Events
- Linking and Using Data from Google Adwords
- Profiles
- Profile Filters
- Visitor Flow
- Real-Time Data

Content Marketing

- Blog Marketing
- Article Marketing
- Cross promotions
- How to effectively market content
- Call to action via content
- Guest blogging
- Content Marketing tools (Around 30 of them)

Email Marketing

- Importance of email marketing
- email Marketing platforms
- Creating e-mailers
- Tracking emailers
- Open rates and CTR of emailers
- Drive leads from emailers
- What is opt-in lists
- Create forms

Lead Management & Digital Marketing

- Web to lead forms
- Web to case forms
- Lead generation techniques
- Leads are everywhere
- Social media and lead gen
- Inbuilt tools for Digital Marketing
- Ip Tracker
- CPC reduction (in case of paid ads)
- Group posting on Social Media platforms

Social Media Marketing

- Social Media, Social networking & Social Media Marketing Defined
- Blogging and microblogging
- Social networking
- Video Sharing

Social Shopping & Opinions

- Social News and Social Bookmarking
- Social events
- wikis
- Social Media Strategy

Facebook Marketing

- Introduction to Social Media
- What is Social Media?
- How Social Media developed
- Managing Information Aggregators
- Google Alerts
- Blogs

Getting Your Company Ready for Social Media

- Content Management
- Scheduling & Creating content
- Managing content programs
- Trademark Implications
- Working with Tumbler Influencers
- Who are they?
- How to find them
- How to use them to benefit your brand

Facebook

- Creating groups and pages
- Tips and Guides
- Posts
- Paid Promotion
- Ads
- Contests

Google+

- Set-up and usage
- Company profile
- Hangouts
- Authorship

Twitter

- Set-up and usage
- Tips
- Promoted Tweets
- Buffer
- Hootsuite
- What is Tweetdeck

LinkedIn

- Tips and Guides
- Review of profiles
- Linkedin posts
- Linkedin promotions

Digital Communities

- Evolution of online communities
- How ideas travel
- Viralness

Social Media Measurement

- The ROI in Social Media Marketing
- Tools and Dashboards
- Reputation and crisis management

Social Media Measurement and Metrics

- Quantifying success
- Data mining and social media
- Social Media Measurement tools
- Data and social media
- Google Trends
- Trending Topics
- Twitter trends
- Social Media Trends

Facebook Paid Ads

- Facebook Object Ads
- Page Post Ads
- Sponsored Stories
- Facebook Offers
- Facebook Sponsored Stories
- Remarketing Ads
- Custom Audience
- Action Specific Targeting
- Facebook Premium Ads

What you will learn in Social Media

- How to get your business checking-in
- Setting up accounts on second-tier platforms
- Promoting social media pages in other media
- Best social media listening and management tools
- Creating positive chatter in social media
- Linking social media accounts
- Utilizing discussion boards and social groups
- Metrics, Measurement and Evaluation
- Defining key terms in social media
- Establishing goals and key tracking metrics
- Free social media measurement tools
- Benefits of popular and custom URL shorteners
- Calculating acquisition costs and hard ROI from social media
- Creating customized campaign performance reports
- Social Media Case Studies
- Major brand case study
- Small company case study
- Small B2B case study
- Big brand digital media site side optimization
- Using social media for brand awareness
- Using social media for direct response
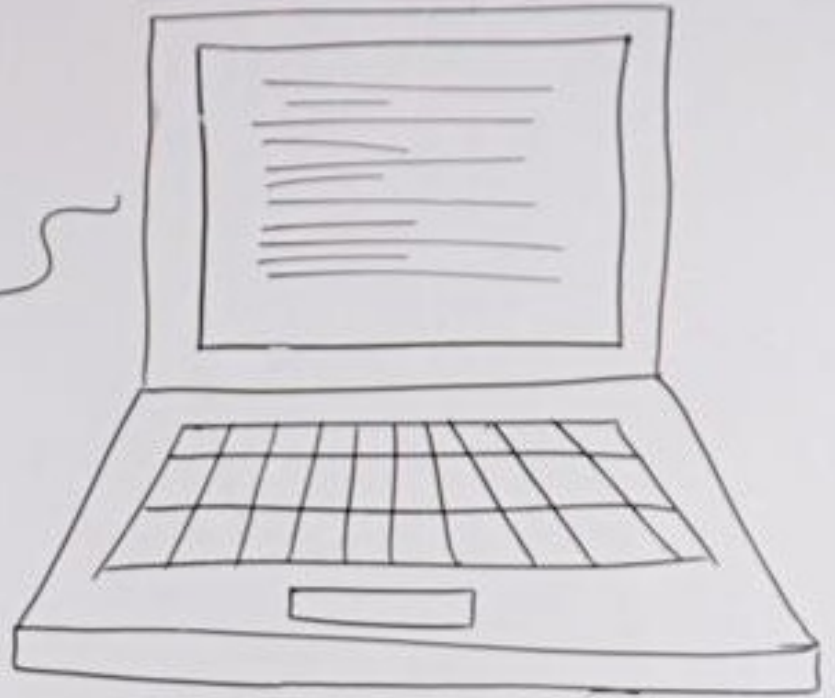
Tools

Adsense	Google	Salesforce	TinyURL
Bitly	Webmaster	Sitemap XML	Tweriod
Blogspot	Keyword IO	Sprout Social	Twitter
Click Funnels	Owly	Themeforest	Zoho

PARTNERSHIPS AND CERTIFICATIONS

Google provide various certificate for students. Google Certifications empower students with relevant insights into ways to leverage the immense potential thrown down by online platforms for marketing services digitally but students cannot get it easily without any technical support, guidance and training. We prepare students that they can pass the examination of Google.

Motiongility
Animated Explainer
Video Production Company

Mahesh Yogi Vedic Vishwavidyalaya (MMYVV)

Program Outcomes

At the end of this Program, students will:

Understand the strategy behind digital marketing along with its advantage and limitations.

Gain an understanding of data collection and analysis methods used by marketing professionals

Acquire insight about Structure and perspective when measuring Consumers' digital actions

Learn to access and Choose appropriate web analytics tools and Techniques

Plan and manage a digital Marketing budget

Why Join our Digital Marketing Courses?

Cutting-Edge Content
Learn industry-relevant elements of digital marketing from our up-to-date curriculum under the guidance of the leaders and practitioners of the digital sphere.

Master the Tools of the Trade
Learn tools like Google Ads, Google Analytics, Facebook Ads Manager, WordPress, MailChimp, Databox, App Annie, Ubersuggest, Shopify, Ahrefs, WebEngage, and more.

Learn from Industry Experts
Our expert faculty is the highlight of our courses. The distinguished faculty of our digital marketing courses include the top experts and practitioners of the leading organizations.

100% Placement Assistance
Upon completion of our digital marketing courses, students receive guaranteed placement support at the leading digital marketing organizations in the country.]

Mentored Capstone Projects
With our capstone projects on live brands and technical support, gain the much-needed hands-on experience demanded by employers in the industry.

Personal Career Support
Get one-on-one career guidance from our experts, resume workshops and interview training sessions to increase your chances of securing a lucrative placement.

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We serve dignity

ANURANJAN MASTER MIND COMPUTERS is established in 15 March 2005 and Degree & Diploma Courses programmes are approved by The Maharishi Mahesh Yogi Vedic Vishwavidyalaya, Jabalpur (M.P.)

We are a Young, dynamic, technology driven Institution, working in a healty and competitive environment to contribute to the very existence of the society.

Our priority is promoting commuter literacy to the doorstep, especially in rural and remote areas, throughout the nation. Our Goal is to provide the most advanced, reliable and affordable IT Education with superior quality and enhance professional skills necessary to transform you into a complete IT professional.

ANURANJAN MASTER MIND COMPUTERS is an Associate Institution of Maharishi Mahesh Yogi Vedic Vishwvidhyalaya authorized to run various courses for promoting Vedic & Computer Science among student of different fields.

ANURANJAN MASTER MIND COMPUTERS is a autonomous institution, an academic wing of All India Anuranjan Master Mind Computer Education & Welfare Society.

General Information

Anuranjan Master Mind Computers

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