

BEST INSTITUTE IN EASTERN INDIA



**NSOU 1 YEAR DIPLOMA IN
ADVANCED**

DIGITAL

MEDIA & MARKETING COURSE

- 100% Job placement
- Live Project
- Expert Faculty
- Latest Modules

Online & Offline Training Available



**COREL & ADOBE
AUTHORISED**



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FIRST MODULE

[Fundamental]



1. Digital marketing overview
2. Local SEO
3. GBP
4. Facebook
5. Youtube
6. Content writing with AI
7. Blog
8. Digital marketing strategy
9. AI in Digital marketing
10. SMS campaign
11. WhatsApp campaign
12. Email Marketing

SECOND MODULE

[Photoshop & Canva]



1. Creative social media post
2. Creating YouTube thumbnail
3. Website banner design
4. Ads design for digital platform
5. Creating Stunning graphics online in Canva & other AI tools

THIRD MODULE

SEO

[Search Engine Optimization]



1. What is SEO & SEM
2. How search engine works
3. Google search console & analytics
4. Different types of SEO
5. Keyword research
6. On page SEO
7. Off page SEO
8. Technical SEO
9. Video SEO
10. SEO audit report

FOURTH MODULE

[Premier Pro]



1. Introduction to video and reels creation
2. Creating video for YouTube
3. Creating video for social media
4. Trending reels for Instagram & Facebook
5. Video Ads creation
6. Trending reels for Instagram & Facebook

FIFTH MODULE

[PPC & Google ads]



1. Facebook promotion
2. Instagram promotion
3. Google ads
4. YouTube video Promotion
5. Lead generation & nurturing
6. Automation

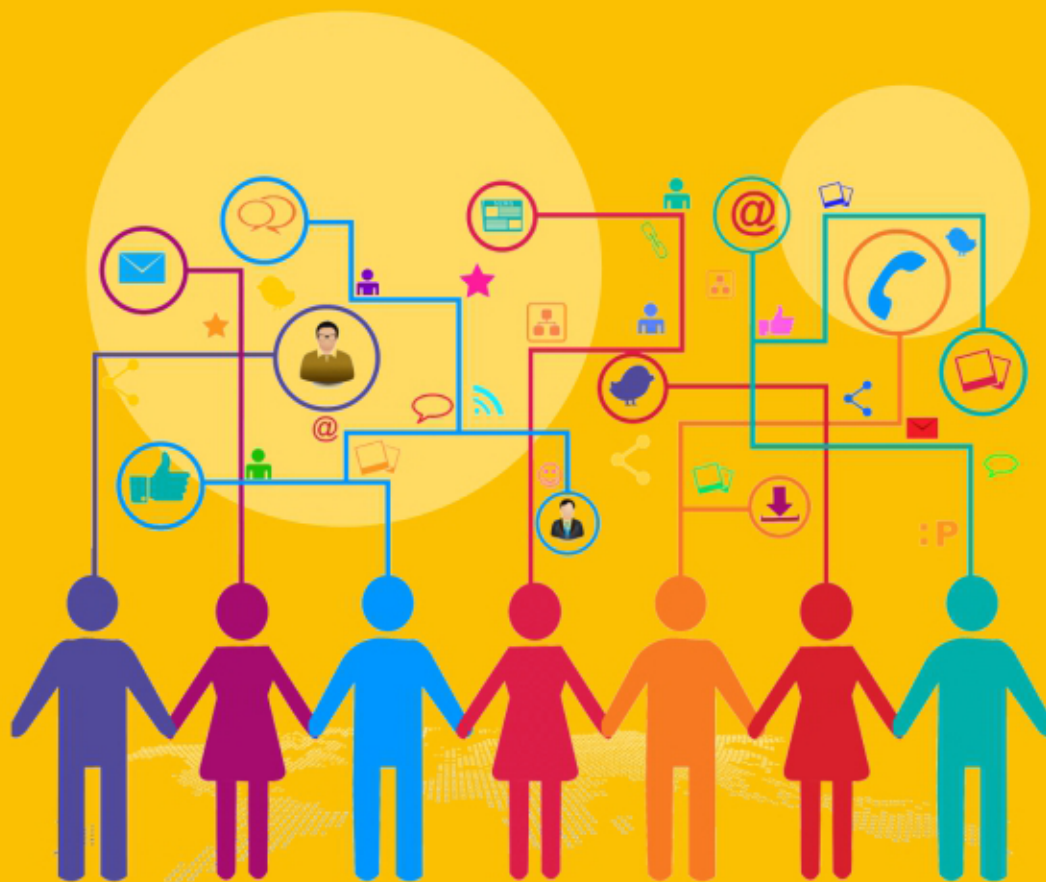


SIXTH MODULE

[Live Project]



1. Practising with real ads and live websites
2. Interview preparation





WHY IMAGIC

**Netaji Subhas Open University
Affiliated Institute**

Corel & Adobe Authorised Institute

**Expert Faculties & 24x7 Student Job
Guidance Support**

100% Lifetime Job Assistance

**100% Practical Experience With Live
Projects**

**1:3 Small Batches (faculty Students)
& 1:1 Doubt Clearing Sessions**

**Free Online Portfolio Facilities For
Students**

**Regular Job Information To Students
Through E-mail And Whatsapp**



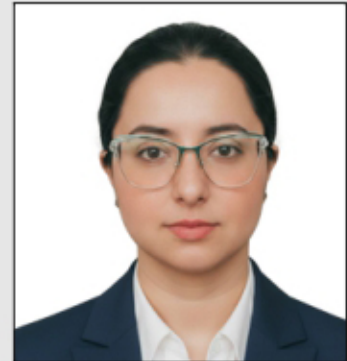
Students Placement



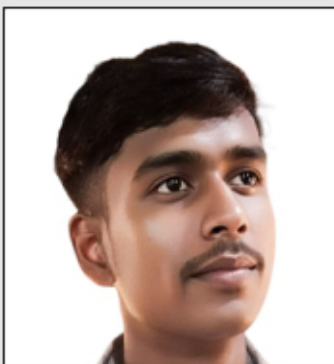
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