



**Graduate School of Management Studies (GSMS)**

**Gujarat Technological University**

(Accredited with A+ grade by NAAC)



# 1 Year Post Graduate Diploma in **DIGITAL MARKETING (PGDDM)**

## Program Objective

This exclusive Post Graduate Diploma Program in Digital Marketing delivers the latest thinking in Digital Marketing, Social Media, New Selling Skills, Performance Marketing, and Leadership & Management. Which is delivered purely online with live lectures, the interactive course modules are bite-sized, innovative and contain fully embedded study notes to aid learning.

## Who Should Attend

- Any Graduate
- Entry Level Marketing Professionals
- Experienced Working Professionals in Marketing & Sales who wish to upgrade their Digital Skills
- Entrepreneurs & Business Setup owners with a desire to blend current digital trends with conventional marketing techniques



## Program Details

**Duration** : 1 Year

**Course Fee** : Rs. 25,000/-

**Eligibility** : Any Graduate

## Content covered

- Fundamentals of Marketing
- Digital Marketing Overview
- Search Engine Optimization (SEO)
- Pay Per Click(PPC); Social Media Marketing
- Online Brand Reputation
- Blogging; Google Analytics; Email Marketing
- E-Commerce Marketing; Content Marketing
- Display Advertising
- Lead Generation Techniques
- Creating Internet Marketing Strategies
- Web Analytics
- Online Display Marketing

## Opportunities



**Search Engine Optimization**



**Social Media Marketing**



**Search engine Marketing**



**Web analytics**



**Corporate Project**



**E-commerce**

## Procedure for Application

1. Fill in the online expression of interest form (EOI); (<https://bit.ly/41hDy8Y>)
2. Shortlisted candidates will be contacted through e-mail for submitting the application form along with the required documents.
3. After verifying the documents, the candidates will be informed to submit the respective fees through online mode.

## Contact Us

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