Master Diploma In

DIGITAL MARKETING

WITH INTERNSHIP
LIVE PROJECTS TRAINING



G-TEC EDUCATION
KANHANGAD

Master Diploma In

DIGITAL MARKETING

Duration: 12 Months/432 Hours
+1 Month Internship

OBJECTIVE

The objective of the Master Diploma in Digital Marketing is to equip learners with in-depth knowledge and hands-on skills in the dynamic and fast-evolving field of digital marketing. The program is designed to develop proficiency in core areas such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Content Marketing, Email Marketing, Web Analytics, E-commerce Strategies, and Online Reputation Management.

EXIT PROFILE

- Understand the fundamentals and evolution of digital marketing.
- Plan, implement, and monitor integrated digital marketing campaigns.
- Optimize websites and content for better visibility in search engines.
- Utilize data analytics tools to evaluate campaign effectiveness and customer behavior.
- Leverage social media platforms for brand building and lead generation.
- Create result-driven strategies using paid and organic marketing techniques.
- Manage digital marketing budgets, tools, and platforms efficiently.
- Enhance brand presence and ROI through effective digital practices

CAREER PATH

- Content Writer
- SEO Specialist
- Social Media Specialist
- Social Media Marketing Associate
- Social Media Expert
- Social Media Analyst
- Social Media Strategist
- Social Media Community Manager
- Influencer Marketing Manager
- Social Media Consultant
- Social Media Manager
- Digital Marketing Manager
- E-commerce Marketing Manager
- Growth Hacker
- Digital Strategist
- SEO Manager
- SEM Manager
- Web Analytics Specialist



Module - I

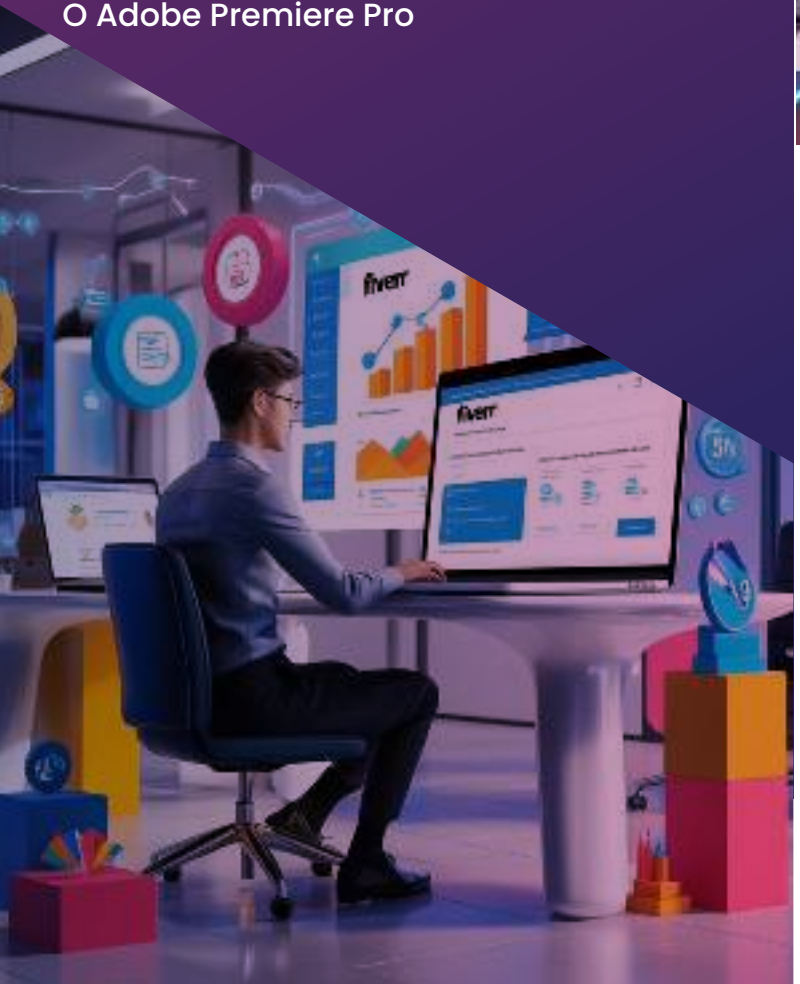
- AI Design Tools (Leonardo AI, Looka)
- Canva
- VN Video Editor

Module - II

- Introduction To Digital Marketing
- Social Media Marketing
- Brand Management
- Marketing Funnel/Customer Journey
- Facebook Marketing
- Instagram Marketing
- YouTube Marketing
- Linkedin Marketing
- X Marketing
- Pinterest Marketing
- Email Marketing
- WhatsApp Marketing
- Meta Marketing
- Case Studies
- Project

Module - III

- AI Integrated Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro



Module - IV

- HTML
- WordPress
- WooCommerce
- SEO Basics for Website Design
- Land Page Creation and Settings
- Content Marketing
- AI Tools For Content Marketing
  (Chat GPT, Gemini, Grok, Deepseek, Any word Copy.ai)
- Social Media Tools For Content Scheduling & Analyzing Content Performance
  (Hootsuite, Sprout Social, ManyChat)



Module -v

- Introduction to Search Engine Optimization (SEO)
- Onpage Optimization
- Offpage Optimization
- Google Business Profile
- Google Tag Manager
- Keyword Research And Competition
- Google Analytics Search Console
- PPC Marketing
- Search Engine Marketing (SEM)
- Google Adwords
- Google Adsense
- Ecommerce Marketing
- Affiliate Marketing
- Conversion Rate Optimization (CRO)

Module - VI

- O SEO Paid Tools
- O SEO Free Tools
- O Content Writing Using AI Tools

Module - VII

- O Answer Engine Optimization (AEO)
- O Generative Engine Optimization (GEO)
- O Artificial Intelligence Optimization (AIO)

Module - VIII

- O Growth Hacking
- O Video Marketing
- O Influencer Marketing
- O Blogging, Vlogging, Funnels
- O Case Studies

Module - IX

- O Digital Marketing Analytics
- O Looker Studio
- O NotebookLM

Module - X

- O Project
- O Grooming and Skill Development

Module - XI

- O Live Projects
- O Internship



MAKING PROFESSINALS GLOBALLY

INTERNATIONAL CERIFICATIONS AND AFFILIATIONS

Member SAP Student Academy Program · SAP · Adobe Certified Associate · Tally Power of Simplicity · Autodesk Certified User

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Meta · Microsoft Technology Associate · Office Specialist Authorized Testing Centre · ACCA

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