

# IIDE ONLINE DIGITAL MARKETING COURSE

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ACDM

PCDMS



Hear From Our Founder

# Leading the Digital Revolution

At IIDE, we're more than just an institute; we're a vision dedicated to nurturing the digital marketing leaders of tomorrow. We believe education should have real-world impact, not just theoretical knowledge. Our mission is to empower, inspire, and equip our students to lead, innovate, and transform the digital marketing landscape. We're committed to excellence, offering a curriculum that is not only challenging and inspiring but also directly aligned with the needs of today's digital industry.

We take our students on a journey, helping them discover their dream careers and supporting them every step of the way to achieve their goals. Be a part of redefining digital education and shaping a future of Digital Marketing.

Karan Shah,  
Founder & CEO, IIDE.



Master Digital Marketing from Anywhere

# From Learning to Leading

In a fast-paced world, employers need adaptable professionals who thrive in digital marketing. At IIDE, we designed the Online Digital Marketing Certification Course for busy professionals, blending seamlessly into your schedule while equipping you with skills to succeed in a digital-first landscape.

Our comprehensive online programme combines expert-led virtual sessions with interactive workshops and industry insights. You'll gain practical experience and learn to leverage the latest digital tools, ensuring you stay ahead of the curve.

With a strong focus on building your portfolio, enhancing soft skills, and providing tailored career support, you'll be equipped to make an impact in your current role or take the next step in your career. Invest in your professional growth with IIDE's ODMC and position yourself as a leader in digital marketing.



Stay Relevant, Learn Skill That Matter

# What Sets IIDE Apart?



## Soft Skills

Get valuable guidance on crucial skills for presentations, interviews, and resume building.



## Super Sessions

Interactive sessions with CXOs revealing industry secrets & strategies.



## Exclusive Masterclass

Discover the synergy of business, economics, and digital marketing with exclusive masterclasses.



## Live Projects

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Provide real-world marketing solutions for brands and present them to a jury of industry experts.



## Expert Faculty

Learn from seasoned experts with first-hand experience in the digital marketing industry.



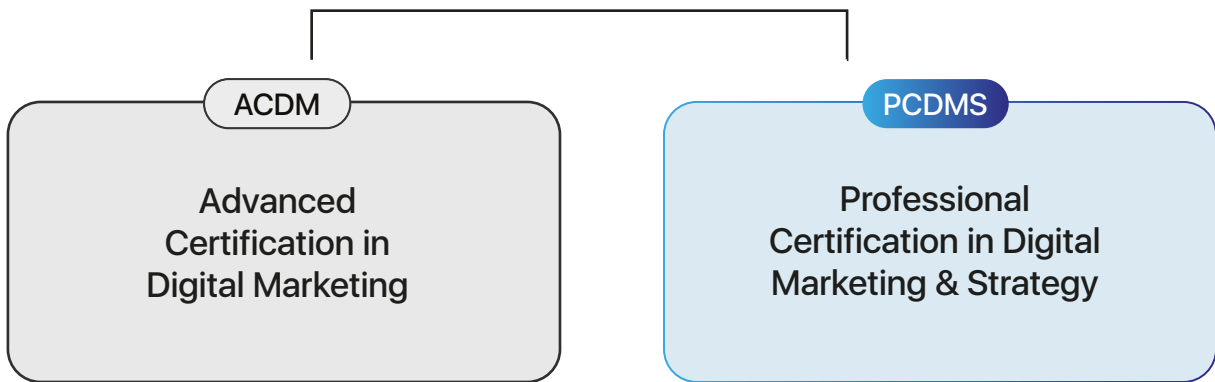
## Placement Assistance

100% placement assistance with a dedicated career coach right from day one.

Find the Right Programme for Your Career Goals

# How Does this Programme Work?

## Online Digital Marketing Programme



### Advanced Certification in Digital Marketing

Designed to encompass all aspects of digital marketing, this 4-month program goes beyond theoretical knowledge by incorporating interpersonal skills training and dedicated career support, empowering learners to confidently enter the industry and begin their careers.

### Professional Certification in Digital Marketing & Strategy

Tailored for working professionals, this comprehensive 6-month program equips learners with essential knowledge in foundational, professional, and strategic digital marketing principles via a meticulously designed syllabus and engaging sessions.

Curated for Diverse Digital Marketing Ambitions

# Who is this Programme For?



## Career Switchers

This course is the perfect starting point for career switchers who are eager to dive into the dynamic world of digital marketing. This course is designed to empower a seamless transition into digital marketing, making you industry-ready.



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## Small Business Owners & Entrepreneurs

This course equips small business owners and entrepreneurs with the knowledge and skills to reach a wider audience, increase brand visibility, and generate leads using various digital marketing strategies.



## College Students

This course enables college students to kick start their careers by introducing them to the basics as well as advanced digital marketing subjects required to succeed in this high-demand industry.



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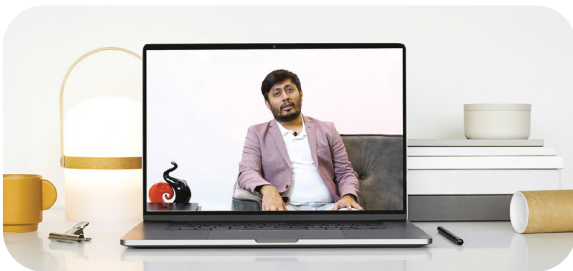
## Marketing Professionals Seeking Career Growth

This course is designed for marketing professionals who want to expand their opportunities, stay ahead of the competition, and navigate the digital landscape effectively.

Built to Educate, Challenge, and Achieve

# Learning Methodology

We take our students on a journey, helping them discover their dream careers and supporting them every step of the way to achieve their goals.



1

## Watch

Get access to 50+ hours of high-quality video content featuring industry experts.

2

## Attend

Participate in discussions & engaging activities to reinforce practical digital marketing.



3

## Get Mentored

Avail one-on-one mentoring sessions facility to get personalised doubt-resolution.



4

## Presentation

Test your knowledge with a range of industry-relevant assignments & live projects.



Online Course in Digital Marketing at a Glance

# Learn A-Z of Digital Marketing & More

Embark on the 4-6 month IIDE journey, where strategic thinking, practical learning, and comprehensive career prep make you a **PRO** Digital Marketer.

## ACDM

 COURSE 1-4

 4 MONTHS

 WORK ON 5  
BRAND PROJECTS

 88 HOURS OF  
LIVE LECTURES

## PCDMS

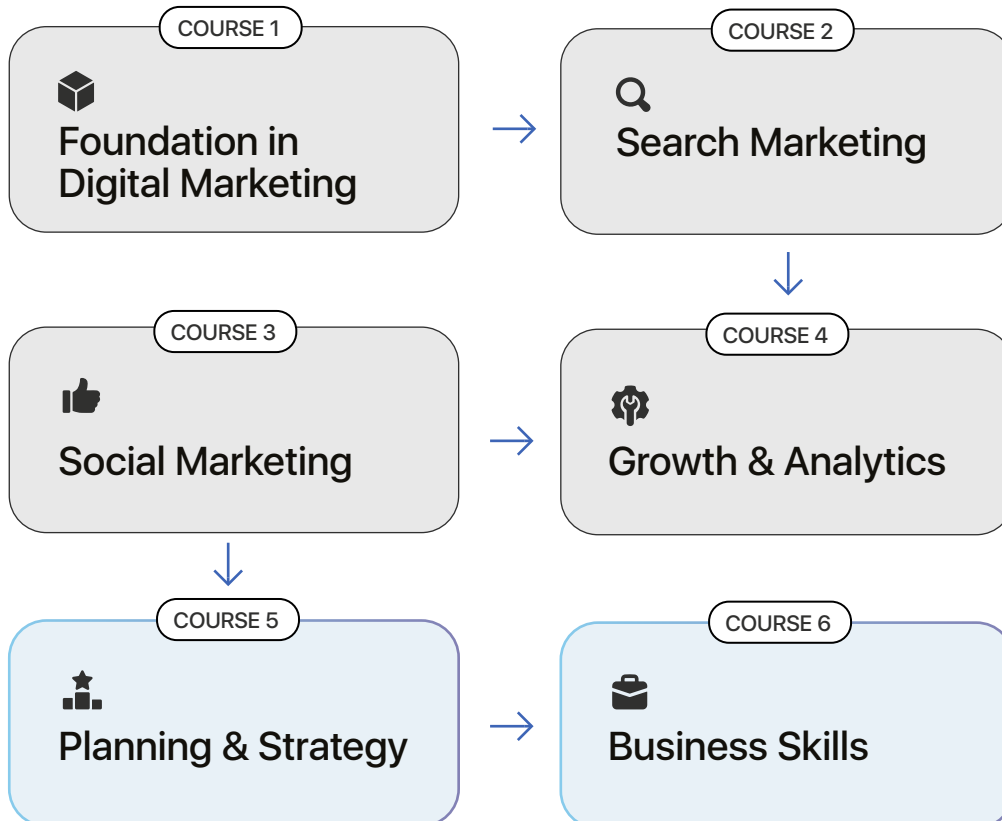
 COURSE 1-6

 6 MONTHS

 WORK ON 8  
BRAND PROJECTS

 140 HOURS OF  
LIVE LECTURES

Advanced Certification  
in Digital Marketing



Professional Certification in  
Digital Marketing (PCDMS)

Detailed Curriculum

# What Will You Learn?

We take our students on a journey, helping them discover their dream careers and supporting them every step of the way to achieve their goals. Be a part of redefining digital education and shaping a future of Digital Marketing.

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## Course 01: Foundation of Digital Marketing

- Orientation
- Marketing Fundamentals
- Consumer Journey: AIDA
- Presentation Skills
- Introduction to Agencies & Departments

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## Course 02: Search Marketing

- Website Basics: Setting up
- Search Engine Optimisation
- Google Ads
- E-commerce Marketing
- Industry Culture & Skills

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## Course 03: Social Marketing

- Social Media Organic
- Brand Reputation Management
- Influencer Marketing
- Social Media Paid
- Resume & LinkedIn Profile Building

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## Course 04: Growth & Analytics

- Google Analytics
- Interview Preparations
- Mock Interviews

End of Advanced Certification in Digital Marketing

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## Course 05: Planning & Strategy

- Lead Generation & Nurturing
- Media Planning
- Conversion Rate Optimisation
- Customer Relationship Management
- Blogging, AdSense & Affiliate Marketing

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## Course 06: Business Skills

- Art of Pitching
- Client Servicing
- Campaign Planning

End of Professional Certification in Digital Marketing & Strategy

## The Blueprint to Becoming a Digital Marketing Pro

# Which Programme is the best for you?

IIDE's 4-6 month programmes focus on strategy, hands-on learning, and career preparation, equipping you with the skills to excel in digital marketing. Whether ACDM or PCDMS, we ensure you're ready to thrive in the digital world.

	ACDM	PCDMS
Duration	4 Months	6 Months
Video Lectures	40 Hours	55 Hours
Live Lectures	88 Hours	140 Hours
Live Brand Projects	5	8
Additional Certificates		
Placement Assistance	✓	✓
Book a Mentor Facility	✓	✓
Reference Material	✓	✓
Interpersonal Skills	✗	✓
Business Skills	✗	✓
Project Management	✗	✓
Leadership & Conflict Resolution Skills	✗	✓

Master the Industry's Most In-Demand Tools

# Tools You Will Master

In a digital-first world, mastering the right tools is key to effective marketing. Our programme ensures you gain hands-on experience with industry-standard platforms that streamline advertising, content management, and performance tracking.

From optimising campaigns to refining strategies, you'll build the expertise to leverage cutting-edge tools that drive measurable results and elevate your digital marketing prowess.



AI-Powered Learning for Modern Marketers

# Next Gen Learning with AI

With AI driving rapid change in job markets, staying updated with new technologies becomes crucial for students. Our curriculum is designed to equip students with AI tools in digital marketing, ensuring they are well-prepared for the evolving landscape.


By focusing on both technical proficiency and adaptable skills, we prepare students to thrive in a future where AI continues to shape industries.




All your learning & progress, on one intuitive platform



# Bookmark, learning made simple, as it should be

Bookmark is more than just a learning management system; it's your personal assistant in your educational journey. With its intuitive design and powerful features, Bookmark keeps you ahead, making learning engaging and competitive. Access all your learning materials, manage your schedule, and book one-on-one mentoring sessions effortlessly.

**85%**  
Attendance 

**9 / 15**  
Exam 

**6 / 11**  
Assignment 

Rank	Name	Assignment	Exam	Score
1	 Rinku Rohera	70%	30%	100%
2	 Ahmed Sayyed	55.3	26.3	81.6
		53.9	27.1	81

Book a mentor

**Sean Andrade**

30 min

Web conferencing details provided upon conferencing

**Trainer Expertise**

- Aida
- Consumer Journey
- Content Strategy
- Campaign Planning
- Organic Social Media

Select a Date & Time

July 2024

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Tia  
Digital Marketing Start

Today

Hi, I'm Tia

The AI-powered digital marketing chatbot. Ask me anything!

Mon 2:37 PM

Why is ORM important for businesses?

Mon 2:38 PM

ORM involves managing and influencing a brand's reputation on digital platforms. It's crucial because:

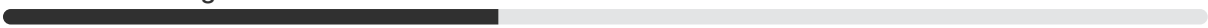
- \*Trust Building\***: Positive reviews and a good online presence build customer trust.
- \*Customer Insights\***: Feedback helps understand customer needs and improve services.
- \*Crisis Management\***: Quick

Type your message

You



Batch Video Progress



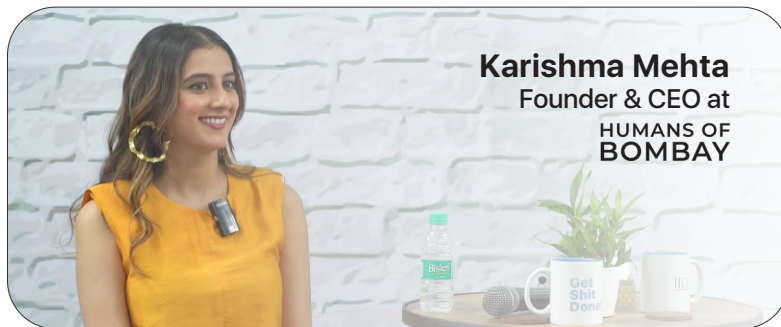
24%

40%

Dive Deep Into The Minds of CXOs

# Supersessions @IDE

Discover the future of business through interactive sessions with CXOs revealing industry secrets and strategies.



Dedicated Career Support from Day One

# Guiding Your Career Journey



## Career Counselling

Dedicated assistance to help figure out the right next step for your career.



## Resume Assistance

One-on-one sessions to design & refine your resumes for your dream job.



## LinkedIn Profile Building

Optimise LinkedIn profiles for better networking & career opportunities.



## Interview Preparation

Comprehensive guidance to master interview skills & land your dream job.



## Presentation Skills Training

Elevate your speaking abilities & develop a commanding presence.



## IIDE's Hiring Portal

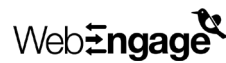
Empower your career with our hiring portal for student placements.

*Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.*

Work for Top Brands & Agencies

# Placement Highlights

Get focused career guidance and support from a dedicated placement coach who helps you navigate the job market & find the right career path for you. Explore career opportunities and get a chance to work with the biggest Brands & Agencies.



India's #1 Beauty Destination



*Please note: Previous achievements do not ensure future results. Securing employment or internships is contingent upon individual qualifications, experience, and personal effort.*

Grow Your Career, Lightspeed ⚡

# Our Students made it big, you can too 🚀

[10.5-21 LPA]



**Anant Singh**  
CRM Specialist,



**Rutvi Patel**  
Social Media Specialist,



**Shahida Shaik**  
Marketing Executive,



[7-10.5 LPA]



**Rebecca Dcruz**  
Manager – Client Servicing,



**Navyaa G Bindra**  
Digital Marketing Executive,



**Vighnesh Raman**  
Programmatic Manager,



[5-7 LPA]



**Urvi Bhandarkar**  
Sr. Account Manager,



**Shelton Simon**  
Senior Marketing Executive,



**Sushma Yadav**  
CRM Specialist,



Hear from the Recruiters

# What our Placement Partners say?



"It is great working with students from IIDE - very prompt, quickly work on the given feedback, approachable, always want to try and implement new things for the company."

**Rakhee Agarwal**  
Senior HR Manager,

**FCBKINNECT**



"I have found that the students from IIDE tend to possess a rare combination of hard and soft skills enabling them to deal with real-world scenarios with a greater degree of understanding and creativity."

**Kainaat Rizvi**  
Human Resources Manager,

**Togglehead**<sup>TM</sup>



"Our hiring experience with IIDE has been really great! We have been working with IIDE for 3 years. IIDE's education has made the hires job-worthy, and easy for the candidates to understand their own expertise."

**Brigith Dsouze,**  
Assistant Manager HR,

**wrm** | white rivers media<sup>®</sup>

How IIDE Shaped Their Careers

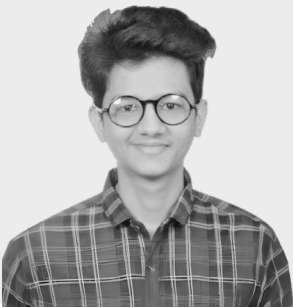
# Real Stories, Real Success



"The biggest advantage of the ACDM course was having an organised placement team that provided end-to-end support, from resume building & interview prep to connecting us with the right companies."

**Gauri Sharma**  
Digital Marketing Executive

**WebShakers**



"My experience at IIDE was remarkable. The exceptional faculty, practical curriculum, & community made for an unforgettable journey. I'm confident that the skills I've gained will fuel my success in digital marketing."

**Rahul Gohil**  
Client Servicing Executive

**FCBKINNECT**



"I loved how each module was taught and how well-structured the Digital Marketing course is. Best of all, two years after enrolling in college, IIDE still helped me get placed. I highly recommend it to anyone interested."

**Bhavya Sinha**  
Social Media Manager



MASCOT SPINCONTROL

Experience IIDE, Offline for 5 days. 2 Weekends.

# Campus Immersion

## Day 1

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- 1 Design Thinking**  
Empathy-driven design for real-world solutions
- 2 Storytelling in Digital Marketing**  
Weaving digital narratives that engage and convert
- 3 Ad design psychology**  
The 'whys' to our 'buys'

## Day 2

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- 4 Content Creation**  
Creating ideas that captivate and compel



## Day 3

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### 5 Gamification in Marketing Strategies

Play your way to customer loyalty

### 6 Interactive Dashboard Creation

Visual insights that drive smart decisions

## Day 4

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### 7 Marketing for OTT Shows & Movies

Marketing that turns shows into sensations

### 8 Marketing on OTT platforms

Capturing viewers where they binge

## Day 5

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### 9 Experience Real Agency Life -Up Close

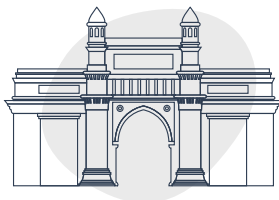
Visit the top digital marketing agencies & experience the inner workings first-hand.



Take The Next Step

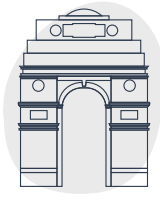
# Visit Our Campus

Explore our programme, connect with our admissions team, and kickstart your IIDE journey today!



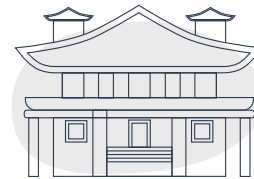
**Mumbai**

+91 96199 58615



**Delhi**

+91 96258 58615



**Kathmandu**

+977 1-5913038

## Get in Touch



[connect@iide.co](mailto:connect@iide.co)



[www.iide.co](http://www.iide.co)



[iideonline](https://www.instagram.com/iideonline)



**Skill India**  
कौशल भारत - कुशल भारत



Media & Entertainment  
Skills Council