With over $209 billion spend in online advertising globally, Digital Marketing is one of the fastest growing industries today. Asia is leading the trend with over 33.8% annual growth.

According to a recent report by eMarketer, the total number of Internet users globally will surpass 3.8 billion to reach 50% of the entire world’s population. Organizations worldwide are waking up to the opportunity of this revolutionary medium to fulfill various business objectives ranging from Sales, Marketing, CRM, Product Development and Research. This has created an ever increasing demand of skilled Digital Marketing professionals.

If you are a Business Owner, a Sales & Marketing professional or a Student who is serious about leveraging Digital Marketing for personal or organizational growth then CDMM course is for you. This course will help you build mastery in various disciplines of Digital Marketing - SEO, SEM, Social Media, Email Marketing, Inbound Marketing & Web Analytics. CDMM supplements you with additional specialization modules to strengthen your skillset based upon individual’s objective.

PSG GROUP OF INSTITUTIONS along with Digital Vidya takes this awakening opportunity to fulfill various digitalized business objectives of the organization including product development, sales, and marketing through the various modules of this Digital marketing course.

On completion of this course, the participants will be equipped with skills on CORE MODULES such as search engine marketing, search engine optimization, social media marketing, inbound marketing, web analytics, integrated digital marketing, and many more specialization module which helps to up skill core modules offered. Digital marketing is an individual’s /organization best chance to get noticed and move forward in their business as well as marketing strategies.
WHO SHOULD ATTEND?

This course will be best suited for students or freshers who are willing to choose a potential career in the growing fields, Working professionals who wish to specialise in recent digital marketing skills. The program will also be adding credits to Digital marketing professionals to keep them updated. Entrepreneurs who wish to have a significant business growth through their presence in the online market should attend.

WHY PSG?

PSG sons and charities was established in the year 1926. With a legacy of 94 years in nation building, PSG groups have established over 21 institutions covering a broad spectrum from kindergarten to medical studies. PSG has always strived for excellence in the field of education and also equally established a strong industrial presence. With a zealous vision to give quality technical education to the student community and to empower them with the knowledge of latest trends, various courses have been consistently provided to students. PSG also has international business exposure and global educational partners which will also give students a great opportunity and exposure to explore the global market.

WHY DIGITAL VIDYA?

Digital Vidya is Asia’s leading Digital Marketing & Data Science training company and the first to launch Social Media Marketing Workshop Series in India.

Since 2009, over 35,000+ professionals (including CXOs) from 15,000+ brands such as Nokia, Google, eBay, Reliance, Star TV, Cisco, MakeMyTrip, Naukri, SAP, Citibank, Toyota, Intel, ITC, CNBC, Madison and CII have participated in more than 3,000+ Digital Marketing & Data Science trainings by Digital Vidya across Asia.

We are Google & Microsoft India’s official training partner to train their agencies & partners respectively.

COURSE CURRICULUM

The course is a blend of face to face classroom training and live online instructor-led sessions. This unique combination would facilitate the participants with the opportunity to interact with industry experts from various domains along with the comfort of online training. Program leaders from across the globe will be engaging in face to face classes on core modules for 16 hours per week followed by 6-hour online session every alternative weekend. This would give the participants a complete in-depth knowledge of all the channels of digital marketing.
Core Modules - Face to Face Classroom Training (Weekends)

- Search Engine Marketing
- Search Engine Optimization
- Email Marketing
- Social Media Marketing
- Web Analytics
- Inbound Marketing

Specialization Modules - (Live online instructor-led sessions)

- Facebook Marketing
- Affiliate Marketing
- Content Marketing in Association with Linkedin
- Integrated Digital Marketing Strategy
- How to become a Freelancer in Digital Marketing?
- E-commerce Listing & Marketplace selling
- How to create an Infographic Resume?
- Programmatic Marketing
- Media Buying and Planning
- Adobe Analytics-Site Catalyst
- Lead Sourcing
COURSE SCHEDULE

- Week 01: Core Module One
  - Specialization Module One
- Week 02: Core Module Two
  - Specialization Module Two
- Week 03: Core Module Two
  - Specialization Module Three
- Week 04: Core Module Three
  - Specialization Module Four
- Week 05: Core Module Three
  - Specialization Module Five
- Week 06: Core Module Four
  - Specialization Module Six
- Week 07: Core Module Four
  - Specialization Module Seven
- Week 08: Core Module Five
  - Specialization Module Eight
- Week 09: Core Module Five
  - Specialization Module Nine
- Week 10: Core Module Six
  - Specialization Module Ten
- Week 11: Core Module Six
  - Specialization Module Eleven
The real value of learning Digital Marketing at Digital Vidya lies in hands-on assignments & projects you do. A wide range of digital marketing tools are covered in the CDMM program. We've partnered with the best industry players to offer you an exclusive set of paid digital marketing tools free of cost.

**TOOLS WORTH INR 72,000+ FREE**

- **Web Hosting Services**
  - Up (Up to $500 for Startups only)
  - Industry standard, cloud-based web hosting service
- **Professional SEO Software**
  - INR 4,700/- Map your traffic sources and analyze competitor’s strategies
- **SEO Management Tool**
  - INR 11,500/- Artificial Intelligence to help you maximize your website traffic
- **DIY Landing Page Creator**
  - INR 1,270/- Create professional and appealing landing pages hassle-free
- **Social Listening Tool**
  - INR 40,000/- View all conversations about your brand on social media
- **Social Media Analytics Tool**
  - INR 1,670/- Analyze & compare your performance with competitors
- **Resume Builder**
  - INR 24,00/- Build unlimited resumes on templates designer by exports.
FEW OF OUR PROGRAM LEADERS

NITHYANANDAN RAMAKRISHGAURI
[E- mail Marketing | 12 Years Work Ex]

Enthralled by the conceptualisation of Digital Marketing, Nithyanandan, also known as Nithy, has already spent more than 8 years of his life in the Digital Marketing industry. His life is driven by the motto: work, learn and teach. He is a flawless speaker who can confidently host presentations on a wide variety of topics. Nithy’s past works include producing audio-visual content & presentations, copywriting, managing websites, lead sourcing and email marketing. He has delivered overwhelming results to clients over the world.

GAURI AWASTHI
[E- mail Marketing | 12 Years Work Ex]

Gauri has been a visionary who can strategize and then motivate teams to deliver effectively and beyond. She is an expert in Digital Marketing Strategy making & Media Planning and has executed it for Fortune 100 companies. An innovative go-getter with a passion for creating high impact user experience products/web properties, marketing strategy with a sharp communication and digital advertising.

HARSHITA PANDE JOSHI
[E- mail Marketing | 12 Years Work Ex]

The social media enthusiast, Harshita Pande found solace in Social Media Marketing. Commencing her career with copywriting, it was not long before the digital media pulled her towards itself and has given her motivation ever since. Being a creative thinker, she has earned the reputation of a social media strategist who is known for creating a unique blend of strategy and creativity.

HARIPRASAD VARMA RAJA
[Search Engine & Social Media Specialist | 10 Years Work Ex]

Hari has two sweet brand names associated with his name: Amazon and Google. At Google, Hari worked with SMB clients in North America. He has a good experience working on Google Ads, Double-Click for Search (DS) and Amazon Sponsored Products programs. Currently, Hari is working as an Account Manager in Amazon. Having a substantial amount of experience in Search Engine Marketing and having brand names associated to his, he has positioned himself well in the industry.
Samvidha has served the Digital Marketing industry for over 8 years now. She gave a kick-start to her career with the brand name Google, rendering her services for more than 5 years there. In the 5-year span she internally switched to many job roles like BDE, Account Management for Small Medium Business across North America, Australia, UK & Ireland. She was in charge of the book of business, of over 300 accounts per quarter and gave a 15% growth QoQ using Google Ads. She has also worked with big brands such as Ebay, Amazon, Chevrolet, ToysRUs along with small businesses such as Handyman.com, WindowDecals.com and CarBras. Samvidha was the Display Specialist (Subject Matter Expert) in her last role at Google.

Gaurav can be best described as a champion in ‘disruptive digital marketing and unlocking great user experience’. He has worked with over 50 international and Indian brands like NBA, Decathlon, HUL, Acer, Horlicks, Archohm, Fensterbau/frontale, etc. He specializes in building online brands right from strategizing, planning, execution, online brand management, UI/UX consulting and overall presence management. The outstanding experience he has, speaks for the level of expertise the man possesses.

Fascinated by Information Technology, Rajeev, a web analyst, a digital marketer and a coder is the best in all he does. His assistance has enabled many B2B and B2C businesses achieve astounding results. Rajeev has been working on coding for over a decade now. In this period, he has headed and delivered several E-projects by implementing the best of his knowledge. Some of the most profound qualities of Rajeev include growth enhancement through Conversion Rate Optimization (CRO), user experience optimization, website performance optimization, etc.
INDUSTRY RECOGNITION

CDMM Program is offered in association with Vskills, the largest certification body in India. Vskills certification exams are conducted by ICSIL, a Govt. of India Undertaking and Govt. of NCT Delhi Company. Vskills certifications help candidates quantify and prove their skills in a particular domain - skills that are valued by the employer and are in great demand.

Digital Vidya is the only Digital Marketing Institute, which is a Digital Marketing Training Partner for Google Partners Academy in India. There are over 15 Digital Vidya’s Program Leaders who are part of this association and these trainers lead different modules of the CDMM program.

Digital Vidya is also the Digital Marketing training partner for Microsoft Partners in India. It has trained over 250 partners of Microsoft on various aspects of Digital Marketing through a series of nationwide Digital Marketing training sessions.

Participants of the CDMM program will pursue a Facebook Marketing Master Certification Course, which is developed in association with Facebook. In addition to receiving joint certificate from Facebook & Digital Vidya, participants will be able to build mastery on various aspects of Facebook Marketing through this in-depth master certification program.

CDMM program includes a Content Marketing Course, which is developed in association with LinkedIn. Offered as a specialization module, this course trains CDMM participants about the opportunity of Content Marketing for their Career & Business growth.

We are associates of NASSCOM and create benefitting programs for students in tandem. Whether it be internships, mentoring or knowledge sharing, our association with NASSCOM has really benefitted our alumi.
WHAT DO OUR CLIENTS SAY ABOUT US?

“Thanks for sharing in sights on #SocialMedia with Citibank Marketing Team.”

SANJEEV KAPUR
CHIEF MARKETING OFFICER

“Strongly recommend to anybody who wants to leverage Social Media for business objectives.”

SAMEER BAJAJ
NATIONAL HEAD CORPORATE

“We will be happier to hire from Digital Vidya Alumni for our Digital Marketing needs.”

AMIT JAIN
CEO & COFOUNDER

All you need is Digital Vidya to keep yourself abreast of Digital Marketing Concepts.”

SWATI BHARGAVA
CO-FOUNDER

“Crisp, Clear and delivered well. Good program to improve use of social media in their lives.”

SANJEEV KAPUR
CHIEF MARKETING OFFICER
CORPORATE CLIENTS

IBM  GE  Microsoft  Cognizant  ORACLE

Accenture  CISCO  Infosys  SAP  IIM

AMITY  SDS  BITS Pilani  IL&TS  Indian Institute of Management

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OgilvyOne  publicitas  Indigo Consulting  Quasar

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Singapore Business Federation  Ministry of Manpower  CII  Fortis

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