



# Advanced Program in Digital Marketing (APDM)

By



**AMITY**  
UNIVERSITY

In Association with

**tbs**



**Digital**  
**Marketing**  
**Institute**

TBS is India's only **AWARD WINNING INSTITUTE** having centers across the **Globe**, backed by a Premium Digital Marketing Agency **"The Brand Saloon"**

# WE TRANSFORM THE SKILLS OF DIGITAL PROFESSIONALS GLOBALLY.

We are not just transforming lives and careers, we're raising standards for everyone, everywhere. We don't just get you in the game, we keep you ahead.

Next slide



**About Us**

The journey so far

# Timeline



## 2008 - Agency

Realizing the need of hour, We founded TBS, an end to end integrated **Digital Marketing Agency** to provide businesses with creative and comprehensive digital marketing solutions.



## 2011 - Institute

With an experience of 3 years in the corporate sector, we set out with **TBS Digital Marketing Training Institute** to garner a new generation of highly skilled and efficient brandstylists.



## 2015 - Awards

First highlight of our success came in 2015 when we bagged the **“Best Digital Marketing Training Institute in India”** Award at 5<sup>th</sup> Indian Education Awards



## 2019 - Awards

8 years down the lane, we have been listed amongst the **“10 Best Corporate Training Institutes in India”** and there is much more to come.





# Awards

TBS steals the show  
at the 5th Indian  
Education Awards.

1 of the Best  
Corporate Training  
Institutes in India.



India's only **AWARD WINNING INSTITUTE** having  
centers across the **Globe**, backed by a Premium Digital  
Marketing Agency.

Become a BrandStylist™



# What makes us #1 Digital Marketing Institute

-stats speak for us



<b>08</b> State-of-the-art Training Centers	<b>15000+</b> Professionals Trained	<b>90+</b> Industry Expert Trainers
<b>10+</b> Years of Agency Experience	<b>ISO 9001:2015</b> Certified Institute	<b>100+</b> Corporates Trained
<b>International presence &amp; knowledge partners</b>	<b>Institute backed by a Renowned Agency</b>	<b>Only Institute Awarded at Indian Education Awards</b>

# What makes us Stand Out

We Are



International Knowledge Partner



No.1 Best-selling SEO tool of all time on Appsumo



Student Rating On Google



4.8 of 5

Student Rating On Facebook



4.7 of 5

Other Knowledge Partners:



Digital  
Marketing  
Agency







## Our very own Job Portal

The Digital Marketing job portal is a new initiative taken by IIEDM which helps our students to bring their profile to the attention of corporates/brands/digital marketing agencies and other employers with the ultimate aim to get them a suitable job.

## Content Library & Professional Development Process (PDP) program

Up-to-date comprehensive syllabus, thought leading content & Professional Development Process (PDP) program makes sure that our students get equipped with latest digital marketing techniques. Learn through 24\*7 interactive LMS (content Library) with PPTs, Videos, Assignments, Case Studies along with a progress tracker.



## Practical

There's no better way of learning it than doing it. Gain significant hands-on experience with numerous live projects and case studies.

**80%**

## Theory

Digital Marketing training would combine pedagogy using lectures, case studies, hands -on exercises, assignments and practical.

**20%**





# What makes us stand out from other Institutes ?



## STAY CONNECTED,STAY RELEVANT WITH DIGITAL LIBRARY & PDP PROGRAM

Our up-to-date comprehensive syllabus and relevant practical,thought leading content (available on our own Digital Library) and Professional Development Process (PDP) program makes sure that our students get equipped with latest digital marketing techniques.



## JOB PORTAL AND INTERVIEW PREPARATION

As one of the best digital marketing institutes in Mumbai, we feel it is our responsibility to make our students interview-ready. Right from reviewing your resume to making you a master in the art of appearing for interviews through mock sessions, our experts take care of it all!



## 100% JOB ASSISTANCE

Looking for digital marketing courses in Mumbai with placement? Well, you have come to the right place. With over 100 companies to our aid, we help our students get placed in top-notch companies to help them kick start their careers with a bang!





# What makes us stand out from other Institutes ?



## DIGITAL MARKETING EXPERTS AS FACULTY

With a team of digital marketing experts as faculty, TBS indubitably offers one of the best digital marketing courses in Mumbai. Learn from the best to pave your way in the world of digital.



## HANDS-ON EXPERIENCE WITH LIVE PROJECTS AND CASE STUDIES

There's no better way of learning it than doing it. Gain significant hands-on experience with numerous live projects and case studies. Brush up your digital skills by enrolling yourself for the best digital marketing courses in Mumbai with us!



## AGENCY EXPERIENCE

TBS is the only digital marketing institute in Mumbai, which is backed by years of Agency experience and has delivered results for the biggest of brands.



ABOUT US

## OUR ALUMNI

The Alumni of TBS - Digital Marketing Institute have worked with some of the world's leading brands and companies.

facebook

twitter

bookmyshow

CMS

dna

india.com

shiksha.com

rediff.com

naukri.com  
India's No.1 Job Site

RADIO MIRCHI  
It's hot!

HOUSING

accenture

inkfruit.com

snapdeal

SONY  
PlayStation

cleartrip

THE TIMES OF INDIA

Sharekhan  
Your guide to the financial jungle

MADISON  
WORLD

hotstar

## Our Media Footprints

NDTV

YOUR  
STORY | INSPIRE  
INNOVATE  
IGNITE

afags!

exchange4media.com

CEO  
Insights

social  
samosa

SAHARA  
INDIA PARIWAR

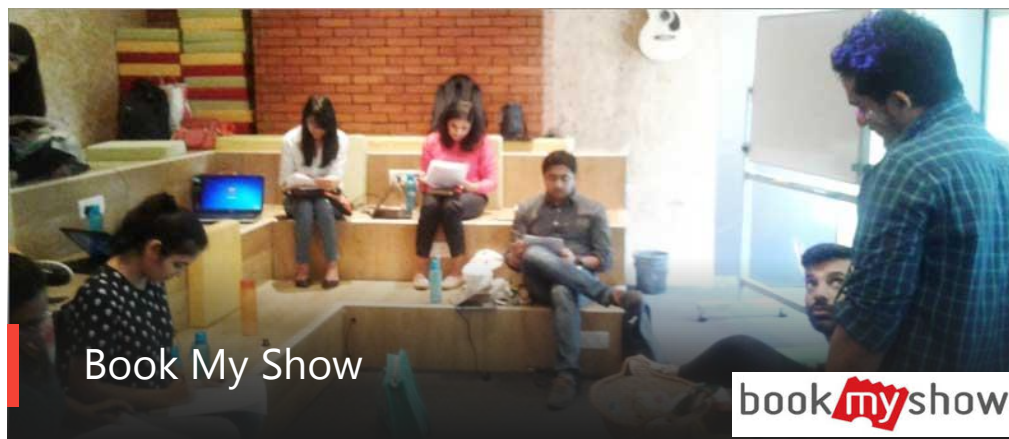
ADGULLY





Corporate Training

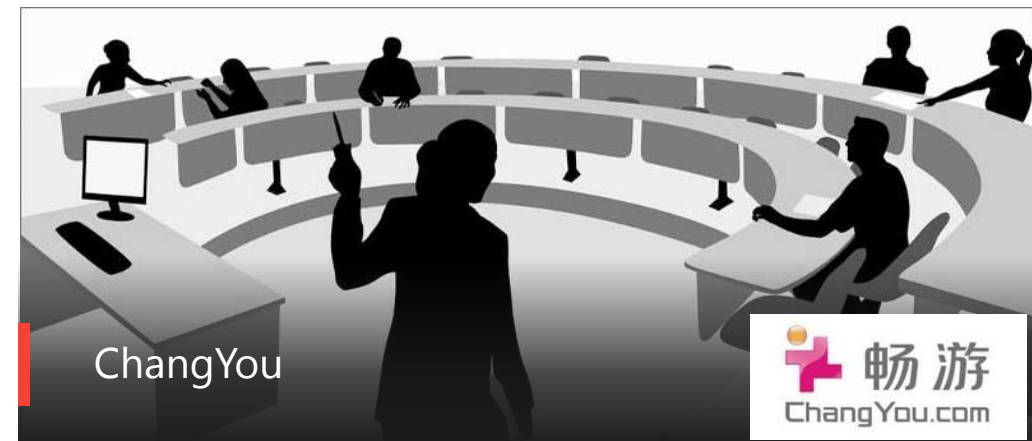
# Clients





Corporate Training

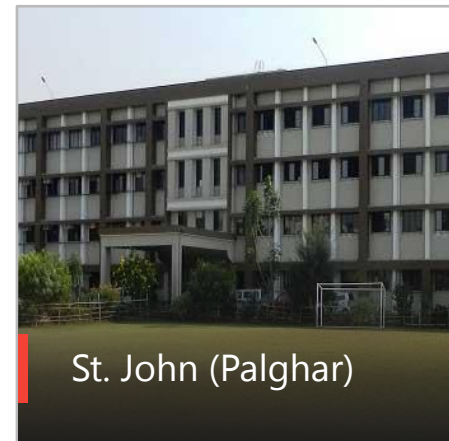
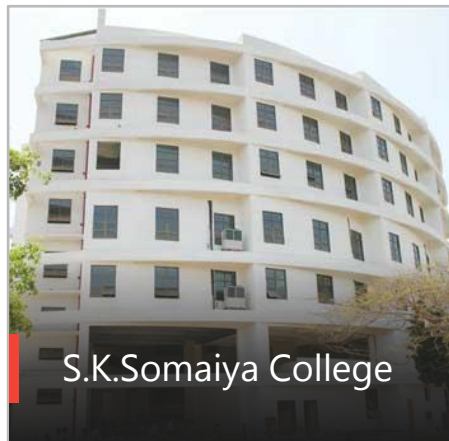
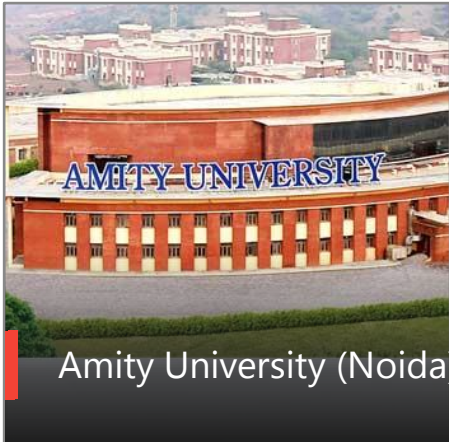
# Clients





Educational

# Institutions





Our Digital Marketing courses compile a worthwhile learning experience for our students and shape them adequately for the **professional sphere.**

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Digital Marketing Courses

# Programs

TBS conducts Digital Marketing Certification Courses For Students, Working Professionals and Entrepreneurs!

Practical approach and easy comprehension have always been at the heart of our ethos. We strive relentlessly, to train digital marketing enthusiasts and help them catapult horizons of the marketing world. With our advanced as well as certificate courses, we aim at equipping the next generation with hand full of digital marketing skill set.



## Advance Program in Digital Marketing (3 Months)

The Advanced Program in Digital Marketing Conducted by industry experts takes candidates through the nook and corner of digital marketing.

# Now Announcing “Advanced Program in Digital Marketing” at Amity University. Stay ahead in the game and Conquer the world!

Weekday – Weekend batches available

2 months master program conducted by industry experts

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# Become a BrandStylist™

With our  
ADVANCED PROGRAM IN  
DIGITAL MARKETING  
Master Program



## Course Content

# #12 Core Modules

100+ Topics covered



# 01

## Digital Marketing Landscape

India's Digital Landscape Emerging as one of the most rapidly developing economies worldwide, India offers tremendous opportunities for the growth of businesses.

# 02

## Website / Wordpress & Blogging

Learn how to use the most important website creation tool(wordpress) quickly and easily with the help of templates/ plugins/widgets.

# 03

## Search Engine Optimization & Google Local

With clear understanding of the functioning of search engines & the latest trends, you will be able to develop a competent SEO strategy.



## Course Content

# #12 Core Modules

100+ Topics covered

## 04

### Social Media Marketing

Gain insight into different social media marketing platforms, garner the skills required to create and implement Social Media strategies.

## 05

### Influencer Marketing

Influencer marketing is a form of social media marketing involving endorsements and product placements from influencers.

## 06

### Social Media Paid Marketing

Learn how to effectively advertise on social media platforms, place ads and promoted posts, understand demographic & targeting options, developing ad campaigns that work.



## Course Content

# #12 Core Modules

100+ Topics covered

## 07

### Search Engine Marketing

This course will help you in learning the nitty gritty of setting a budget; writing ad copy and to administer lucrative AdWord campaigns.

## 08

### Google Adwords

Learn the fundamentals of AdWords, AdWords account setup, Researching keywords with the Keyword Planner tool and campaign management.

## 09

### Display Marketing /Re-Marketing

Learn to advertise through Google Display Network ( GDN ), banner ads and Re-Marketing.





## Course Content

# #12 Core Modules

100+ Topics covered

## 10

### Google Analytics & Tag Manager

Analytics module will help developing a keen analytical skills and understanding the numbers and stats that matter to the future of your website.

## 11

### Email Marketing

Learn how to run permission-based email marketing campaigns effectively for an increased traffic on your website, developing effective content, tools and best practices.

## 12

### Digital Marketing Mix

Learn how marketers can apply the digital marketing mix for optimum output.



# Tools Covered

## Walkthrough





## Who Should Join ?

- ❑ MBA/Marketing/Engineering Students
- ❑ BMM/BMS/Media Students
- ❑ Sales-Marketing Professionals /Managers
- ❑ Business Owners & Entrepreneurs
- ❑ Freelancers/Freshers
- ❑ IT Professionals/HR professionals
- ❑ Students from any vertical
- ❑ HouseWives/Career Switchers
- ❑ People from all the walks of life

### Career Growth Path of an internet Marketing Professional

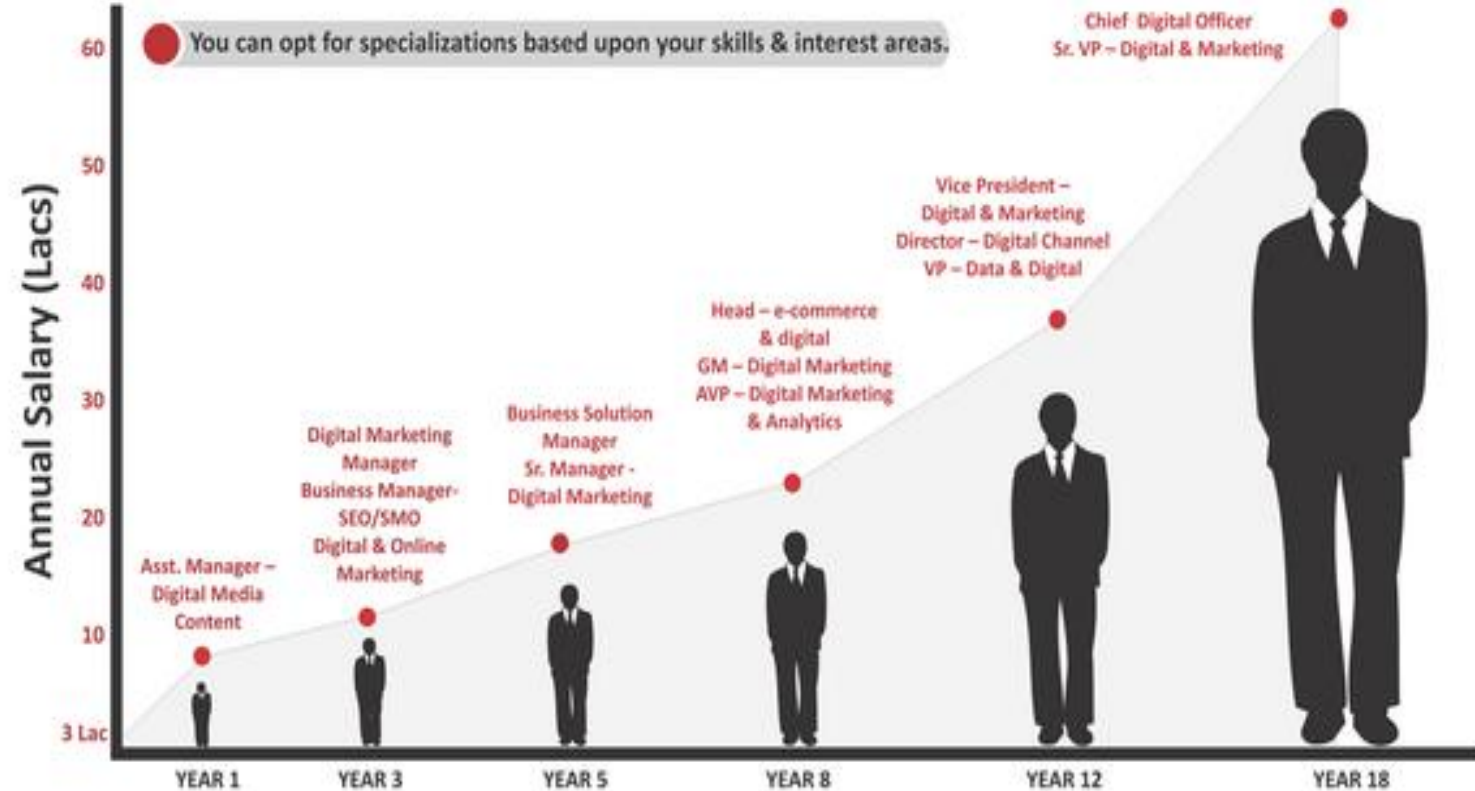


Image Courtesy: <https://qph.fs.quoracdn.net/main-qimg-88a3bf01bcfcee60817c2244ea13a257>

#BrandStylists

# What about numbers

15000+

Candidates trained

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100+

Corporate Trainings

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90+

Expert Faculty

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95%

Candidates are currently  
Employed

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86%

Currently Working at a  
Senior level

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83%

Promoted after completing  
the course

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# Advanced Program in Digital Marketing

## Course Details:

**Duration:** 2 Months

**Batch:** Weekends

### **Start Date:**

18<sup>th</sup> January (weekend)

**Fees:** Rs.60,000/- (+taxes)

**Venue :** Amity University, Amity  
Road, Sector 125, Noida, Uttar  
Pradesh 201313



# Testimonials

LET'S HEAR THE INSIDE STORY

No one tells a better story than an insider.  
Triumphantly working their way through the  
digital world, our alumni make us proud.  
Here's what they have to say about us.

Yep.

## Testimonials – Our Student Speaks



*With Faculties as experienced, willing to come down to your level & imparting their knowledge, sharing real time facts & figures, definitely puts you on course for next big thing.*

**PRASHANT BHURKE**

MANAGER - SONY COMPUTER ENTERTAINMENT EUROPE

*Working as Content Writer from last four years, I was looking for a Social Media Course to expand my career horizon. A friend of mine suggested to join Social Media Course at TBS and it really worked for me.*

**NIKITA PADAVE**

CONTENT WRITER AT HOUSING.COM



*With TBS, it has been a fun learning experience. The faculty is really nice and helps clear all your concepts and give you practical insights on how Digital Marketing works in the Corporate World.*

**MEHUL DAK**

ASST. MANAGER - MARKETING AT MAHINDRA LIFESPACES

## Testimonials – Our Student Speaks



*I found the course to be very interesting, I learned a lot of things directly linked with SEO that I didn't know before. I really enjoyed the practical aspect of the training at TBS.*

**PRERNA TALREJA**

MEDIA PLANNER AT OGILVY & MATHER

*I am very happy to finish my course from TBS. It was a very nice experience. I got to learn many new things, whatever I learned from here I implement that in my workplace. The trainers were really good.*

**ZEUS BALAPORIA**

EXECUTIVE ONLINE MARKETING AT INKFRUIT.COM



*I did my course in Digital Marketing from TBS. I had a real good experience understanding the concept and nuances of the subject.  
Don't think twice before coming to this place.*

**ROHAN SURVE**

MARKETING MANAGER AT BLUESTONE.COM



We aim to extensively pass on our digital expertise. Our achievements, awards, alumni tell only half the story, **drop in by person** to hear the rest.

Visit Amity University  
for more details

Schedule a counseling session  
With our Admission Manager

Next slide



Let's talk over  
A Cup of  
**COFFEE!!**

#### HEAD OFFICE

Office No.14-15, Hind Service  
Industrial Premises, off SVS road,  
Shivaji Park, Dadar (west)  
Mumbai – 28 Maharashtra,  
India.

#### HELLO!!

Call: 7738244304

E-Mail: [contact@thebrandsalon.com](mailto:contact@thebrandsalon.com)

#### CENTERS:

**Dadar – Vashi – Malad – Thailand – Rajkot**



Thank  
You