

**Can't
miss—Accenture's
Digital Marketing
Campus Connect
session on July 15!**



AMITY UNIVERSITY IN ASSOCIATION WITH ACCENTURE OFFERS

"ADVANCE DIGITAL MARKETING COURSE"

(To be pursued during 5th and 6th semester)

Total Duration of the Course - 42 sessions (55 minutes each)

Benefits of Undergoing the Programme/ Course

- BECOME AN ACCENTURE CERTIFIED DIGITAL PROFESSIONAL.
- Opportunity to work with Accenture after graduation (merit based selection)

Pre-requisites

The student opting for this course should have basic knowledge of how Internet works, must be an enthusiastic learner of Digital Marketing products / tools, pursuing 3 year UG Programme.

Course Objectives

- To give students the opportunity to understand contemporary digital marketing from practical and academic perspectives
- To facilitate study of the evolving strategies and techniques of contemporary digital marketing;
- Investigate the main forms of digital media and channels;
- Master the concepts and language of digital marketing, and understand how digital media and tools function in an organisations;
- To understand the specific and intricate aspects of digital advertising ad-words as well as campaign environment.
- To understand the concepts of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and get into learning the basics of the Ad-words industry along with the cost models and 3rdparty ad serving.

Student Learning Outcomes : By the end of this course the student will be able:

- Analyze all forms of digital marketing platforms for the underlying strategic and tactical objectives.
- Assess and evaluate different forms of Digital Marketing tools and strategy for functional relevance.
- Demonstrate high level of understanding and application of the theoretical and managerial approaches to Digital Marketing.
- Demonstrate functional proficiency in synthesizing and evaluating Digital Marketing strategies and tactics aligned Understanding of Digital Advertising. Usage of Ad words in managing Campaigns.
- Assess and evaluate different campaign environment.

How to Apply : **To Register, Interested students need to [CLICK HERE](#)**

Last Date to Apply : **16th July 2019, till 4.00 PM**

All the best!

Dr Ajay Rana
Senior Vice President & Dean, Amity