

RAMAKRISHNA MISSION VIDYAMANDIRA

ONLINE CERTIFICATE COURSE on DIGITAL MARKETING

Placement and Career Counselling Cell Initiative

Direct Registration Link:

[https://vidyamandira.org/iemEn/rkmv\\_online\\_formseminar.jsp](https://vidyamandira.org/iemEn/rkmv_online_formseminar.jsp)

Please choose "DIGITAL MARKETING ONLINE CERTIFICATE COURSE" from the drop-down menu. Offline registration is also available.



RAMAKRISHNA MISSION VIDYAMANDIRA

Belur Math, Howrah

In association with  Estory Infocom

Announces Online Certificate Course on

# DIGITAL MARKETING

COURSE BEGINS - 4TH MAY

COURSE FEE - RS 4,000/-

DURATION: 2 MONTHS ( TOTAL 48 HOURS )

CLASSES ON SAT & SUN ( 4 PM - 7 PM )

ALL SESSIONS BY INDUSTRY EXPERTS

LANGUAGE: ENGLISH

OPEN TO ALL GENDERS (18 YEARS & ABOVE)

Offline Registration Available  
Course Coordinator  
Swami Indreshananda

Scan QR  
Code for  
Admission



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ANJAN CHAKRABORTY  
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COURSE DIRECTOR

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# Ramakrishna Mission Vidyamandira

## Belur Math, Howrah, West Bengal

### Placement and Career Counselling Cell Launches

#### Online Certificate Course on

# Digital Marketing

In association with  **Estory Infocom**

## Highlights

Course Duration: 48 Hours  
Schedule: Classes every Saturday and Sunday  
Course Delivery Mode: Online  
Course Language: English/Bengali  
Course Spotlight: Industry Experts to deliver all sessions

## Eligibility

Students and professionals comfortable using the internet, email, and social media. Age: 18 years and above. Open to all genders.

## Course Objective

The objective of this course is to provide learners with the knowledge and skills necessary to effectively plan, execute, and analyse digital marketing campaigns across a variety of platforms and channels. This includes learning the fundamentals of search engine optimization (SEO), content marketing, social media marketing, email marketing, pay-per-click (PPC) advertising, web analytics, e-commerce marketing and mobile marketing.

## Course Curriculum

- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Email Marketing
- Google AdSense
- Web Analytics
- E-Commerce Marketing
- Google My Business
- Influencer Marketing
- Affiliate Marketing
- Digital Marketing Campaign
- Ethics and Legal Considerations
- Future Trends in Digital Marketing

## Course Outcome

Upon completion of the course, learners should be able to:

- Understand the digital marketing landscape.
- Develop a digital marketing strategy.
- Optimise websites and content for search engines.
- Promote content through various digital channels.
- Measure and analyse the performance of campaigns.
- Use data to drive decision-making and optimise campaigns.

Offline Admission available  
Course Coordinator  
Swami Indreshananda

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