



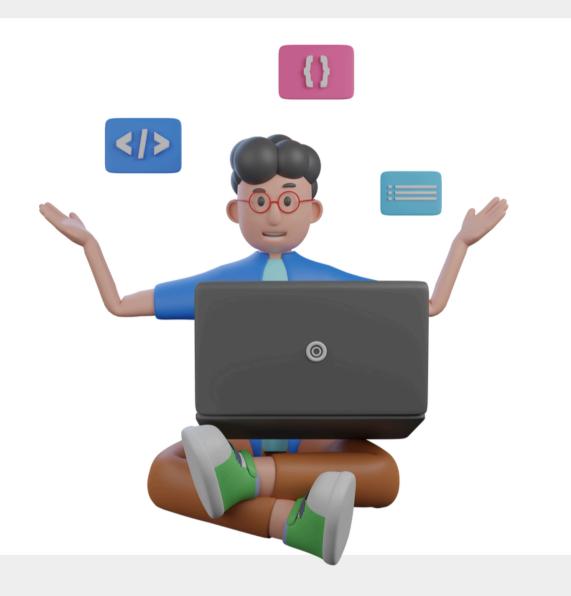
Digital Marketing & IT

Skills represents the achievements of learners who have navigated their career journey successfully.

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www.proskillindia.org

What is Digital Marketing & IT?



- Digital marketing involves leveraging online platforms and technologies to promote products or services.
- It encompasses strategies such as social media marketing, search engine optimization (SEO), email marketing, and content marketing to reach and engage target audiences effectively in the digital realm.
- Information Technology (IT) involves the use of computers, software, networks, and systems to store, retrieve, transmit, and manipulate data for various purposes, including business operations and communication







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36 Months **B-VOC** Degree Course

6 Months Certification



Eligibility Criteria & Fees

B-VOC Degree Course

- 12 Std Passed
- **3 Years Course** 0
- ₹ 75,000 Per Year

Advance Diploma	Diplo
 10 Std Passed 	 10 Std Pc
 2 Years Course 	 1 Years C
○ ₹ 75,000 Per Year	○ ₹75,000

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AFFILIATED TO:

O SIKKIM ALPINE UNIVERSITY

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- assed
- Course
- Per Year

Certification

- 8 Std Passed
- 6 Months Course
- ₹ 35,000 Half year







Integrated Learning Module

Theory

- Fundamentals
- Analysis
- Context
- Application
- Synthesis
- Revision

Practicals

- Preparation
- Safety
- Precision
- Documentation
- Troubleshooting
- Analysis

• 40% of Theories



Internship

- Immersion
- Observation
- Communication
- Application
- Reflection
- Networking

60% of Practicals & Internship



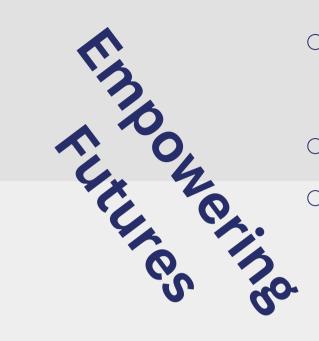


- Introduction to Digital Marketing and IT
- Website Development and Design
- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing
- Data Analytics and Emerging Trends

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- Specialized Training
- Hands-on Experience
- Soft Skills
 Development
- Industry Certification





Academic + Vocational Qualification 25/12220100100

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- Real-worldApplication
- Industry Partnerships
- Problem-solving Skills
- Adaptive Learning

- Career Guidance
- Networking
 - Opportunities
- Entrepreneurial Support
- Constant Learning



- Professional
 - Development
- Industry Insights
- O Alumni Engagement



If you're ready to benefit from our Mentoring reach out to us today.

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