

Digital Marketing & IT

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

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



Eligibility Criteria & Fees

B-VOC Degree Course

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

Advance Diploma

- 10 Std Passed
- 2 Years Course
- ₹ 75,000 Per Year

Diploma

- 10 Std Passed
- 1 Years Course
- ₹ 75,000 Per Year

Certification

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

AFFILIATED TO:

○ **SIKKIM ALPINE UNIVERSITY**

○ **GLOCAL UNIVERSITY**

○ **NCERT**

Integrated Learning Module

Theory

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

Practicals

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

Internship

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

○ **40% of Theories**

○ **60% of Practicals & Internship**



Curriculum

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



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

Skills for Success

Empowering Futures

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

Academic + Vocational Qualification

Practical Proficiency

Career Catalyst

- Real-world Application
- Industry Partnerships
- Problem-solving Skills
- Adaptive Learning

- Job Placement
- Professional Development
- Industry Insights
- Alumni Engagement



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

9272229576

Mayor's Bungalow,
Mahila Bhavan, Beverly
Park Mira Road East,
Thane. Maharashtra.
India - 401107.

info@proskillindia.org

www.proskillindia.org

