## Advanced Certification in Digital Marketing and MarTech

### **Central Institute of Management Nepal University**

Build a successful career in Digital Marketing and MarTech from CIMN

4.5 MONTHS

### https://www.cim.edu.np/

### About The Advanced Certification in Digital Marketing and MarTech

The Advanced Certification in Digital Marketing and MarTech has been designed in collaboration with CIMN, and industry leaders to provide a cutting-edge experience to candidates who wish to enter the digital marketing and MarTech industry.

Digital marketing enables enterprises to connect with their potential and existing customers using different channels such as social media, email, applications, etc. In the marketing field, there is a shortage of professionals with relevant skills for the virtual world which has lately been the primary way of engagement. This certification gets you ready for high-demand job roles such as Digital Marketing Manager, SEO Executive, Social Media Marketing Executive, Conversion Rate Optimiser, SEM Specialist, etc.



### Program Highlights



### Central institute of management Nepal Association

Imarticus is extremely proud to partner with **Central institute of management Nepal**, which is amongst the foremost institutes of national importance in higher technological education. Since its establishment, the institute has played a vital role in providing the technical manpower and know-how to the country, in pursuit of research.



#### **Engaged Learning**

To continue engaged learning, the program employs methodologies including projects, case studies and live examples from recent digital marketing events that will help you to realise your career aspirations.



### **Forward-looking Curriculum**

You will learn not just the foundational elements of marketing and digital marketing but also the advanced components such as analytics for digital marketers, the future of digital marketing with components such as Al in Marketing, Al-based Automation, etc.



#### **Peer Learning and Networking**

Given the nature of the program, you will meet, learn and build relationships with some of the leaders in the industry who will embark on this journey with you. You will also build meaningful connections with your peers and other industry professionals through networking that will be beneficial for your career.

### Program **Objectives**

Impart a deep understanding of topics

across digital marketing and MarTech spectrum including analytics for digital marketers, augmented reality/virtual reality in marketing, search engine marketing, etc.

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Build the **next generation of leaders in digital marketing** through a strong curriculum, case studies and interactions with industry professionals with over decades of experience in the industry.

Provide an opportunity to experience a **world-class campus immersion program** at Central institute of management Nepal and achieve your aspirations by transforming into a digital marketing and MarTech expert.



### Program Curriculum

### **Introduction to Marketing**

- Role of Marketing
- Consumers and Consumption
- Segmentation, Targeting and Positioning
- Designing Products and Services
- Pricing and Channels
- Using Communication to Engage Customers

#### **Digital Marketing Perspective**

- Introduction to Digital Marketing Basics
- Digital vs. Traditional Marketing
- Why Care About Digital Marketing?
- Revisiting Marketing Mix: Digital Perspective with Case Study
- Opportunities in Digital Marketing in asia

#### **Understanding the Digital Customer**

- Personas in Digital Marketing
- Developing, Using and Refining Personas
- ► The Personas and User Journeys
- Consumer Journey Mapping Frameworks
- Digital Marketing Mix and Digital Models
- Case-based Discussions

#### Website Design

Site Content and Design

Usability Testing, Launch and Management

- ► Rules and framework
- Creating a WordPress/Canva Website

### Program Curriculum

### Search Engine Marketing: SEO and Paid

- Basics of SEO: On-page and Off-page
- Methods and Best Practices for Traffic
- Building
- Website Optimisation
- Use of Backlinks
- Paid and Organic Search

- Choosing the Right Keywords
- ► Keyword Research Tools
- Google Adwords
- Set Up, Manage and Optimise a Google Ad Campaign
- Google Analytics

#### **Content Marketing**

- Content Marketing Ecosystem
- Using Content for Storytelling
- Content for Blogs and Videos
- Integrated Content Marketing
- Copywriting for Social Media
- Content Strategy Message Architecture and Thought Leadership
- Producing, Optimising, Distributing and Integrating Content

### **Email Marketing**

- Adding Email to Marketing Strategy
- Email: Branding and Retention Tools
- Email Marketing as a Process

- Contacts and Lists
- Effective Email Strategy



### Program Curriculum

#### Social, Mobile and Influencer Marketing

- Social Media Marketing Trends
- Social Media Marketing as Content Marketing
- ▶ Paid, Earned and Shared Media
- Social Media Landscape and Platforms An Overview
- Social Media Strategy and Selecting the Right Channels

- Publishing on Social Media
- Interacting with Customers on Social Media Facebook, Instagram and Snapchat Marketing
- Twitter, Linkedin and Youtube Marketing
- Mobile Advertising
- Influencer Marketing

### **Media Planning and Buying**

Preparing a Media Brief

Types of Advertisements

Key Terminologies

Advanced Media Management

#### **E-commerce and Affiliate Marketing**

- E-commerce Fundamentals and Business Models
- ▶ Optimising Conversions for E-commerce
- Affiliate Marketing
- Free and Paid Traffic for E-commerce

### **Analytics for Digital Marketers**

- Descriptive, Predictive and Prescriptive Analytics
- Sentiment Analysis

Market Basket Analysis

### **Digital Marketing Strategy and Planning**

- Digital Communication Strategy
- Branding for Digital Communications
- Personal Branding in a Digital World
- Getting Ready for Digital Marketing Roles

### Program Requirements



Eligibility Criteria Minimum 50% marks in graduation/post-graduation.



#### **Admissions Criteria**

The candidature of the professionals will be based on the application submitted and the final decisions will be made by Central institute of management Nepal and Imarticus Learning.

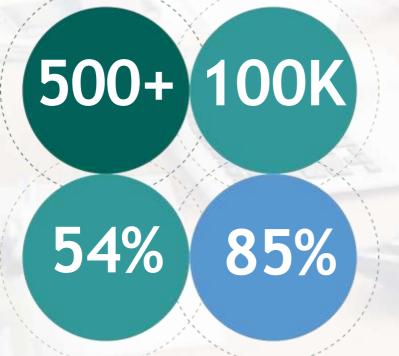


### About Imarticus Learning

Imarticus Learning is a technology-driven educational institute that has immense expertise in transforming careers across industries such as financial services, marketing, analytics, AI, business analysis and core technology.

Imarticus is the only institute in the country that uses dynamic technologies and training methods to impart knowledge and a state-of-the-art Learning Management System to seamlessly integrate online and live learning.

We've delivered over **45,00 successful career transitions** and helped **100+ renowned organizations** across the finance and analytics industries to meet their human capital requirement and develop highly-skilled individuals that strengthen their workforce.





# APPLY NOW

### Application **Process**

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#### Submit Application

Tell us about your experience, academic qualifications and a bit more in a detailed form. Don't worry, we've kept it simple.

### Interview

A telephonic interview with an industry expert or an admission test that will gauge your passion and eligibility for the program.



#### Scholarship & Offer Letter

Apply for the scholarship (not mandatory). If selected, you will receive an offer letter to join the program if you are selected for the program.



### Admission

Complete the admission and other formalities within 7 days of registration.

### Central Institute of Management Nepal University

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