





# 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 AI in Marketing, AI-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

## 01

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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## 02

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.

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## 03

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
- ▶ Rules and framework
- ▶ Creating a WordPress/Canva Website
- ▶ Usability Testing, Launch and Management

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

## 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
- ▶ Key Terminologies
- ▶ Types of Advertisements
- ▶ Advanced Media Management

## E-commerce and Affiliate Marketing

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

## Analytics for Digital Marketers

- ▶ Descriptive, Predictive and Prescriptive Analytics
- ▶ Market Basket Analysis
- ▶ Sentiment 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.

500+

100K

54%

85%





# APPLY NOW

## Application Process



### 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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