



100% Practical & Advance Digital Marketing Courses

**100%
Job
Placement**

Call To Know More +91 9956607469

advancemarketingmanagement.com



About Us

Advance Academy excel at providing you the best online classes with high quality facilities at a low price without any compromise on quality. What can you expect from us? A dedicated learning platform with 24*7 support, best in class training materials to help you learn advance techniques and practical knowledge of all IT Technologies.

Our courses are specifically curated for both professionals as well as job-seekers. Online classes conducted by the best knowledgeable and certified trainers helps you earn certification at your convenience.

3 Months Course

1 hrs/day
Mon - Thrus
Fri (Practical Class)

2 Certificate

Digital Marketing Courses
Website Development Courses

Course Fees

Rs. 8,300/-
Pay in 2 EMI



JOB SEEKERS

We have designed practical oriented digital marketing course with placement for students.



WORKING PROFESSIONAL

Our practical digital marketing training programs helps professionals add a new skill to their existing skill set.



BUSINESS OWNER

We have designed practical digital marketing course for business owners to grow their business online by themselves.

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Digital Marketing Courses Modules

MODULE 1: INTRODUCTION SOCIAL MEDIA
MARKETING

MODULE 2: DIGITAL MARKETING VS. SOCIAL
MEDIA MARKETING

MODULE 3: FACEBOOK MARKETING

MODULE 4: LINKEDIN MARKETING

MODULE 5: VIDEO MARKETING SMM

MODULE 6: INSTAGRAM MARKETING

MODULE 7: SOCIAL MEDIA MANAGEMENT
TOOLS



Website Development Courses Modules

MODULE 1: FUNDAMENTALS

MODULE 2: GRAPHIC DESIGNING

MODULE 3: WEB DESIGNING

MODULE 4: TOOLS



WHY WOULD YOU CHOOSE ADVANCE MANAGEMENT COURSES?

- ✓ 100% Practical & Advanced Training
- ✓ Small Batch of Max 8-10 Students
- ✓ Individual Focus On Every Student
- ✓ 2 Certificates
- ✓ Inhouse Digital Marketing Agency
- ✓ Realtime Experience on Real Projects
- ✓ 100% Placement Support
- ✓ Offline/ In classroom Training
- ✓ 3 Months Course
- ✓ 10 Major Modules
- ✓ WP Website Development
- ✓ Ecommerce Website Development
- ✓ Free Domain & Hosting



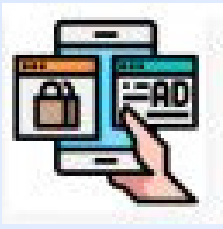
DIGITAL MARKETING COURSE CURRICULUM

MODULE 1: INTRODUCTION TO SMM

1. Introduction to Online
2. Marketing Types of Online
3. Introduction to Social Media
4. Types of social media
5. Advantages of social media marketing

MODULE 2: DIGITAL MARKETING VS. SOCIAL MEDIA MARKETING

1. Various parameters of digital marketing
2. Multiple parameters of social media
3. marketing
4. Difference between digital marketing and
5. social media marketing



DIGITAL MARKETING COURSE CURRICULUM

MODULE 3: FACEBOOK MARKETING

1. Introduction to Facebook advertising
2. Analyzing your Competitive Facebook ads
3. Working on a power editor tool
4. Creating Facebook ads
5. Generating Facebook Ads Reports
6. Create Instagram Ads using FacebookAds
7. Analyzing and optimizing Instagram Ads

MODULE 4: LINKEDIN MARKETING

1. Introduction to LinkedIn Ads
2. Competitive analysis of LinkedIn Ads
3. Creating LinkedIn Ads
4. Generating Analysis Reports



DIGITAL MARKETING COURSE CURRICULUM

MODULE5: Video Marketing

1. Creating a YouTube Channel
2. Customizing the YouTube
3. Create a video marketing strategy
4. Viral Video examples
5. Types of Video Posts
6. How to create YouTube Videos on top
7. How to Rank YouTube Videos
8. Custom settings in videos
9. YouTube Engagement
10. Metrics Increasing
11. Subscribers
12. End Screens & Cards
13. How to use Playlists
14. Understanding copyrights and spam
15. YouTube Creator Studio
16. In-depth Statistics analysis



DIGITAL MARKETING COURSE CURRICULUM

MODULE 6: INSTAGRAM MARKETING

1. Instagram statistics
2. How Brands use
3. Popular Instagram topics
4. Creating an Instagram Account
5. Tour of Instagram
6. App Content strategy for Instagram
7. How to use Hashtags?
8. Engagement Metrics
9. What is IG TV?
10. How to use IG TV?
11. Instagram Ads



DIGITAL MARKETING COURSE CURRICULUM

MODULE 7: SOCIAL MEDIA MANAGEMENT TOOLS

1. Instagram statistics
2. How Brands use
3. Popular Instagram topics
4. Creating an Instagram Account
5. Tour of Instagram
6. App Content strategy for Instagram
7. How to use Hashtags?
8. Engagement Metrics
9. What is IG TV?
10. How to use IG TV?
11. Instagram Ads



WEB DESIGNING CURRICULUM

MODULE 1: Fundamentals

1. Introduction to World Wide Web
2. Protocols of WWW
3. Hypertext and links
4. URL and Domain name System
5. Internet
6. Internet Browsers
7. Web Site
8. Web Page
9. Home Page
10. Introduction to SEO



WEB DESIGNING CURRICULUM

MODULE 2: Web Designing

HTML

1. Introduction to HTML
2. HTML Elements
3. HTML Tags
4. HTML Anchor Tag
5. Images
6. HTML List
7. HTML Table
8. HTML Form
9. HTML Events
10. Div And Span

XHTML, CSS

1. CSS Syntax
2. CSS Boxes
3. CSS Selector
4. Font Formatting with CSS
5. Applying CSS
6. Floating and Positioning
7. Stacking
8. Page Layout with CSS
9. Liquid Page Design
10. Fixed Page Design
11. Elastic Page Design
12. Internal
13. External
14. Inline
15. Margins and Padding
16. CSS Background
17. CSS Classes and ID
18. CSS Pseudo-Classes
19. Website Formatting



WEB DESIGNING CURRICULUM

Module 3. Graphic Designing

1. Concepts of Graphics & Illustrations
2. Color Schemes and Theories , Packaging Design
3. Visual Communication
4. Laws of Design
5. Vector Illustration
6. Vector Vs. Raster
7. Creating Vectors
8. Print Design
9. Designing and Newspapers
10. Paper Sizing
11. CD Printing
12. Printing Mediums
13. File Formats



WEB DESIGNING CURRICULUM

Module 4.Tools

- 1.Illustrator
2. Corel Draw
- 3.Canva
4. Word press



CERTIFICATION WITH INTERNSHIP LETTER



After completing the Digital Marketing Course, you will receive a proper Advance Marketing certificate. You will get 2 certificates 1 is Advanced Digital Marketing & 2nd is Website Development.



CONTACT US

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