

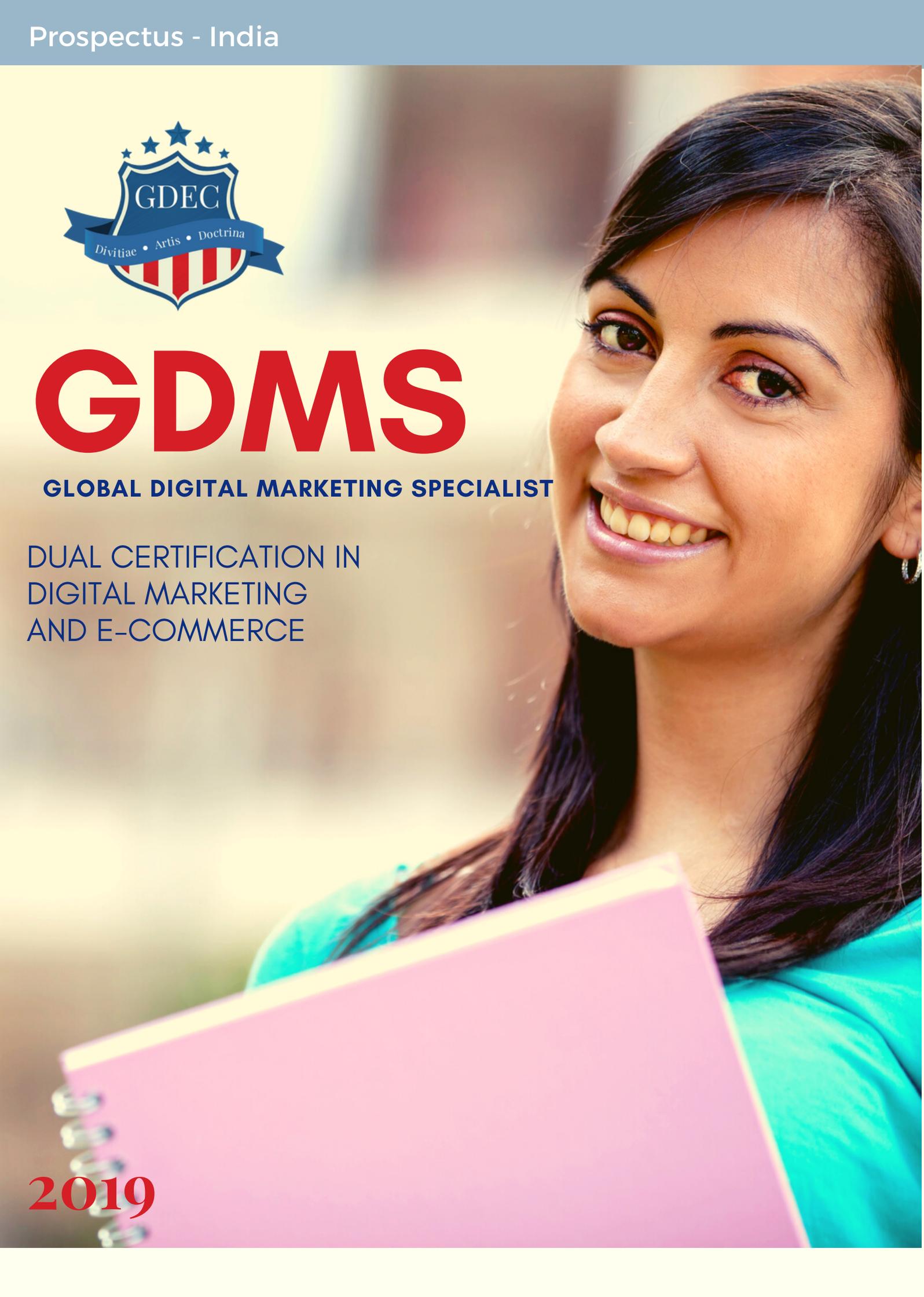


GDMS

GLOBAL DIGITAL MARKETING SPECIALIST

DUAL CERTIFICATION IN
DIGITAL MARKETING
AND E-COMMERCE

2019



HUGE GAP IN DEMAND AND SUPPLY OF DIGITAL MARKETING PROFESSIONALS

Digital advertising to reach Rs 25,000 crore in India by 2021: DAN report

As of 2018, the Indian advertising market stands at Rs 61,878 crore and is estimated to grow with a CAGR of 10.62% till 2021 to reach a market size of Rs 85,250 crore

ET ECONOMICTIMES.COM

GROW YOUR BUSINESS TO ITS FULL POTENTIAL

BUDGET 2019 Markets News Industry RISE Politics Wealth MF Tech Jobs Opinion NRI Slide

Business News > Jobs > Job switches fetching most for pros in tech, ecommerce, digital

03:59 PM 25 FEB CLOSED	SENSEX	NIFTY 50	GOLD (MCX) (Rs/10g.)	USD/INR
MARKET STATS ▼	36,213 ▲ 341.90	10,880 ▲ 88.45	33,454.00 ▼ -63.00	70.98 ▼ -0.16

Job switches fetching most for pros in tech, ecommerce, digital

Tech, ecomm, digital, fintech, consumer, IT and manufacturing are among the sectors

Digital ad industry to grow 32% to touch ₹24,920 crore by 2021: report

2 min read . Updated: 16 Jan 2019, 10:30 PM IST

Saumya Tewari

A Dentsu Aegis Network report says the surge in digital ad spends will

Digital skills to boost pay by 30%: Study

TNN | Apr 25, 2018, 04:00 IST

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Ad

New Nissan KICKS – The Intelligent SUV. Starts @9.55 Lakhs

Nissan Kicks

Mumbai: Technology — machine learning, artificial intelligence (AI), internet of things (IoT) and predictive analytics — is remaking the business landscape. In its India salary benchmark report for 2018, professional recruitment consultancy firm Michael Page said companies across consumer, logistics and healthcare will be searching for

TALENT CRUNCH LEADS TO HUGE SURGE IN COMPENSATION FOR DIGITAL MARKETERS

HOW WILL GDMS CERTIFICATION BENEFIT YOU?



GDMS certification aims to give you a deeper understanding of important aspects of digital marketing as well as core e-commerce processes, thus providing you an added advantage over others. In today's era of corporate and rising startups it would make you an ideal candidate.

Also included are planning e-commerce marketing campaigns and the role of various digital channels in integrated marketing communication.

At the end of the certification, you will have knowledge about the diverse new set of tools to reach, engage, monitor, and respond to consumers.



GDMS

Unique Pedagogy To Prepare You For The Real World Ahead!

90%

Practical Learning With
Real Companies & Live Projects



Blended Learning

Self-paced and instructor-led, flexible learning program



Latest Tools

Learn about the important and the latest tools in the field of digital marketing and eCommerce

10%

Theory and Lectures
With Self Learning Support



International Projects

Opportunity to work on
LIVE international projects



Career Growth

Get the best post training support and assistance through our talent platform

Program Syllabus



Module I **Fundamentals of Digital & E-commerce Marketing**
This module will give you an overview of digital marketing, how it is different from traditional marketing, today's most advanced marketing technologies.

Module II **Digital Content Development**
This module prepares participants in the techniques of planning and creation of different modes of content - text, graphics and video to create an international brand.

Module III **Search Engine Strategies**
This module introduces participants to the various techniques to market your company/product/business various social media channels

Module IV **Social Media Marketing**
This module is designed to help participants master digital marketing fundamentals, with a focus on technical parameters including keywords, SEO strategies and advertising.

Module V **Marketing on E-commerce Marketplaces**
This module provides insights on how to effectively price your e-commerce products / services, understand various payment methods in domestic and international markets.

Module VI **Customer Relationship & Reputation Management**
This module is designed to help you understand customer behavior in the digital world, end to end customer lifecycle, identifying your most valuable customers and retaining them lifelong.

Program Syllabus



Module VII **Digital Marketing for Service Sector**
This module is designed to help the participants master the essential disciplines in digital marketing for e-commerce, its scope and correlation with e-commerce.

Module VIII **Artificial Intelligence in Digital Marketing**
This module will equip participants in advanced digital tools like Artificial Intelligence and such latest technologies to increase efficiency of marketing for e-commerce.

Module IX **Finding Customers & Enhancing your Career**
This module prepares participants to use their new skill set and find work / various business opportunities in the global e-commerce space.

Module X **Preparation for Additional Certifications**
This module is designed to apprise participants about top-rated E-commerce certifications from Amazon, Alibaba, Google AdWords, etc. And the eligibility, course requirements and procedures involved.





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Program Duration

1.5months

Fees

₹ 12,500 + Taxes

Course Deliverables

- Manage the digital marketing and e-commerce operations of a company.
- Strategise and execute digital advertisements on multiple platforms, to maximise returns on investment.
- Launch Social Media campaigns on Facebook, Twitter, You Tube, Linked In, Instagram.
- Develop most formats of Digital content like Videos, Podcasts, Blogs, Webinars and Interactive.
- Build a network of Influencers and customer advocates.
- Apply new techniques in analytics and market research including marketing automation technology.

** Terms and conditions apply*



About GDEC

The Institute for Global Digital Marketing & E-commerce (GDEC) is a pioneering initiative to prepare businesses, professionals and students for the era of Digital Marketing & E-Commerce.

GDEC was set up by a grant from Anakta Inc., a US registered company, and offers training programs in the US, Canada and India.

There are hardly any programs in the formal education system that offer e-commerce training and practical experience. The GDEC was set up to bridge this gap.

The GDEC is a not-for-profit initiative and is backed by generous grants and donations from its patrons.

It is the stated policy of the GDEC not to deny access to any student based on their economic ability to afford its programs.

The GDEC has partnered with Azisst and SME MaXX for practical experience projects. GDEC partners have conducted multiple training workshops in with the leading e-commerce companies like Amazon, Google and Alibaba starting 2016.



Institute for Global Digital Marketing & E-commerce

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