

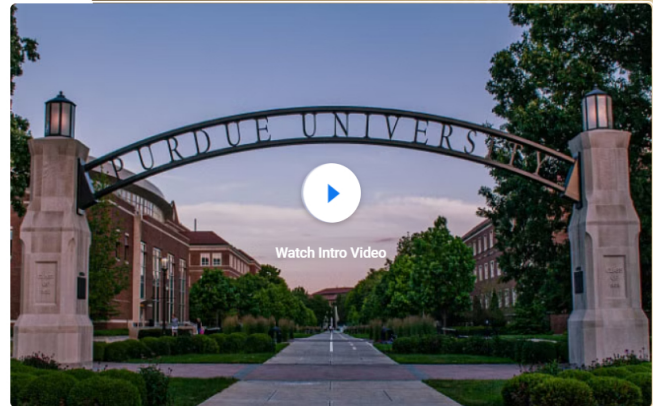


Professional Certificate Program In Digital Marketing

World #1 Digital Marketing Course by [Marketing Land](#) & [Search Engine Journal](#)

Fast-track your career with Professional Digital Marketing Course in collaboration with Purdue University and Meta Blueprint. Learn top digital marketing tools with this online marketing course featuring Masterclasses from Meta and Purdue and Harvard Business Publishing case studies.

Official Partner  Meta

[Apply now](#)[Download Syllabus](#)

Next Cohort starts
5 Jan, 2023

Program Duration
6 Months

Learning Format
Online Bootcamp

World's #1 Online Bootcamp

4.5 ★  switchup

4.5 ★  COURSE REPORT

4.5 ★  Trustpilot
Reviews 8583

9/10 of our learners **achieve** their learning objectives after **successful course completion***

Process Advisors  EY
Building a better working world

Why Join this Program



Purdue Advantage

6-credit transfer for the Purdue Online MS in Communication program



Meta Alignment

Meta Exam Voucher worth \$99; Expert sessions and AMAs by Meta Blueprint trainers



Certificate Alignment

Course aligned with Hootsuite and SE Ranking certification



Job Assistance

Resume assistance, career mentoring, and job portal access: India and US only

FOR ENTERPRISE | Looking to enroll your employees into this program ?

[Inquire Now](#)

Fast-track Your Career

Simplilearn's Career Assistance service has demonstrated strong performance by means of average salaries offered, the number of hiring companies participating, and the pace of job offer roll-outs.

Program Impact

Our Alumni In Top Companies

Maximum Salary Hike

300%

Open Jobs in the Market

50,000+

Industry Average Salary

₹ 7.25 L

Reliance digital

Pidilite

OLA

groupm

GE Digital

Unilever

Google

LinkedIn

amazon

Microsoft

KPMG

hp

Career Growth Stories



This course helped me understand the current digital marketing practices in a management position, which were impossible for me to know otherwise. I am confident that everything I learned here will help me grow professionally and run my startup and blog successfully.

- Ananth Annaswamy

Marketing Director → Entrepreneur



Rahul Saha

Sales Trainee

KANSAI
NEROLAC
PAINTS LIMITED



Marketing Lead

B3NET[®] INC.
Think Digital!



Syamala Ashok

Teacher



Co-Founder



Japneet Singh

Performance Media Supervisor



Paid Media Strategist



Professional Digital Marketing Overview

This digital marketing course in India is meant for professionals looking to pursue a Digital Marketing career, know the fundamentals, and gain hands-on experience, and experienced marketers keen on learning the latest Digital Marketing skills. The Harvard Business case studies and projects on Google and Facebook add real-world experience.

Key Features

✓ Certificate from Simplilearn in collaboration with Purdue University

✓ Masterclasses delivered by Purdue faculty

✓ Meta Certified Digital Marketing Associate Exam Voucher worth USD \$99

✓ Master sessions and Ask Me Anything sessions by Meta Blueprint Trainer

✓ Harvard Business Publishing case studies of Yahoo, Accor, Tripadvisor, etc.

✓ Industry projects from 5 domains and 14+ course-end projects

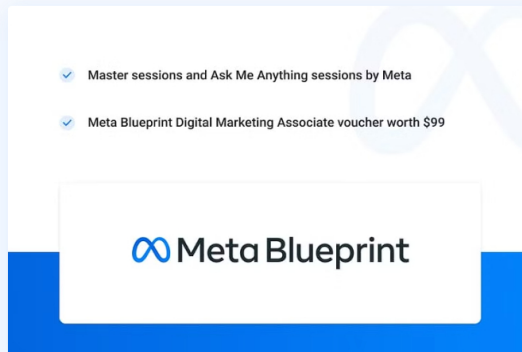
- ✓ 6-credit transfer for the Purdue Online MS in Communication program
- ✓ Course aligned to Facebook, Google Ads & Analytics
- ✓ Simplilearn's JobAssist helps you get noticed by top hiring companies
- ✓ Become eligible to be part of the Purdue University Alumni Association
- ✓ Course aligned with Hootsuite and SE Ranking certification

Professional Digital Marketing Advantage

Learn the practical aspects of SEO, SEM, Web Analytics and Social Media Marketing through tools and hands-on practice with this online marketing course. Get a certification from Purdue University and a free voucher for Meta Blueprint certification.



Purdue Certificate



In collaboration with Meta

Partnering With Purdue University

- ✓ Certificate from Simplilearn in collaboration with Purdue University
- ✓ Become eligible to be part of the Purdue University Alumni Association
- ✓ Master Classes delivered by Purdue faculty

In Collaboration With Meta

- ✓ Master sessions and Ask-Me-Anything sessions by Meta
- ✓ Free Meta Digital Marketing Associate Blueprint voucher worth \$99
- ✓ Learn foundational advertising concepts on Facebook, Instagram, and Messenger

Professional Digital Marketing Details

You will work on multiple case studies, assignments, and projects in this online marketing course that will help make you a confident digital marketer. You get to fast track your career in the digital marketing field and become an expert by mastering the most in-demand skills, techniques and tools.

Learning Path

Orientation Session for Purdue Digital Marketing

Kick start your learning journey in the Professional Certificate Program in Digital Marketing, in partnership with Purdue University, and explore everything about this digital marketing program. Get started in no time with our preparatory courses.

PC DM - Fundamentals of Digital Marketing and SEO

Preview

PC DM - Pay Per Click(PPC)

Preview

PC DM - Web Analytics

Preview

PC DM - Social Media Marketing

Preview

PC DM - Digital Marketing Capstone Project

Electives:

Digital Marketing Meta Master Session

Purdue Digital Marketing Master Class

Contact Us

1800-212-7688

(Toll Free)



Name*

Email*

IN +91 Phone Number*

Inquiry for: ☒ Myself ☐ My Company

Total Work experience*

☒ By providing your contact details, you agree to our [Privacy Policy](#)

SUBMIT

[VIEW MORE](#)[Program Syllabus](#)

Skills Covered

- ✓ Search Engine Optimization
- ✓ Content Marketing
- ✓ Web Analytics
- ✓ Keyword Management and Research
- ✓ Website Management and Optimization
- ✓ URL Management

[View More](#)

Tools Covered

[VIEW MORE](#)

Case Studies And Projects

Project 1

Air France Internet Marketing

[Harvard Case Study] Step into shoes of Senior VP of Media Contacts, to optimize search engine marketing for Air France to generate customer sales in a cost-effective manner



Project 2

Marketing Transformation at Mastercard

[Harvard Case Study] Step into shoes of Mastercard's CMO, to how to integrate digital and social media to engage consumers and deliver commercial targets with help of marketing.



Project 3

Managing Online Reviews on TripAdvisor

[Harvard Case Study] Analyze consumer motivations for sharing their opinions and experiences and hotels' approaches to dealing with the positive and the negative word of mouth.

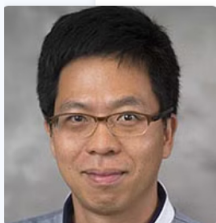


Disclaimer - The projects have been built leveraging real publicly available data-sets of the mentioned organizations.



Program Advisors and Trainers

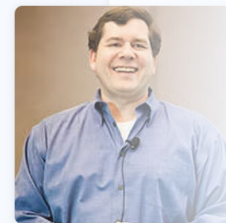
Program Advisors



Jinsuh Lee

Clinical Assistant Professor of Management, Purdue University

Jinsuh Lee teaches various marketing classes at Purdue. A Ph.D. in quantitative marketing, Lee puts the premium on the power of big data in marketing. He has developed data-driven marketing solutions such as loyalty and demand forecasting programs for top corporates like Samsung Electronics



Program Trainers



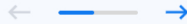
Bernadette D Chambers
20+ years of experience
Instructor Senior Analyst
accenture



Jayant Nandan
20 years of experience
Digital Marketing Trainer



Marc Campman
35+ years of experience
Social Media Playmaker



Career Support

**Simplilearn
JobAssist Program**

Simplilearn Job Assist program is an India Specific Offering in partnership with IIMJobs. The Program offers extended support to certified learners to land their dream jobs.

[Download Brochure](#)



IIMJobs Pro-Membership of 6 months for free



Resume building assistance to create a powerful resume



Interview preparation to help you land your dream job



Career mentoring to help you achieve your career goals

Become a Digital Marketer

Indian digital ad spend will reach INR 58,550 Crore in 2020 as projected by Dentsu Aegis Network report.

50000+
Expected New Jobs In Digital Marketing
Source: Indeed

44%
Companies Prioritizing A Digital-First Approach
Source: Forbes

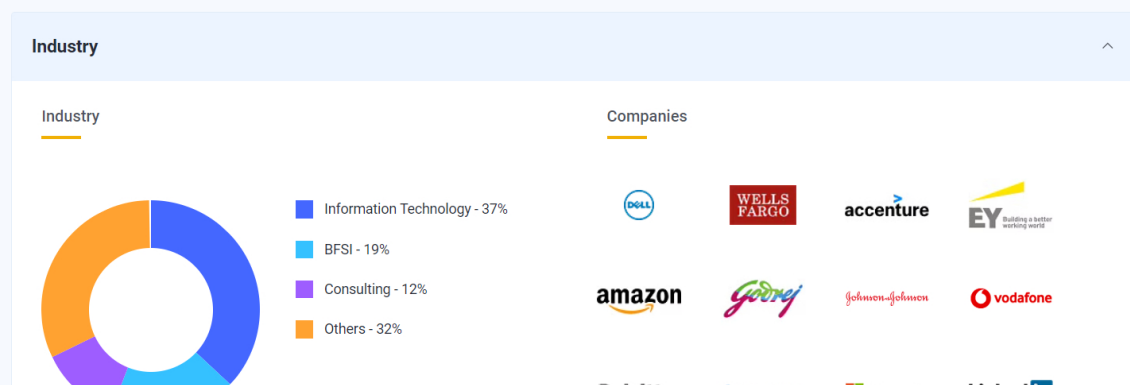
52%
Growth In Social Media And Digital Marketing Jobs
Source: LinkedIn

Hiring Companies



Batch Profile

This Digital Marketing Program caters to professionals from a variety of industries; the diversity of our students adds richness to class discussions and interactions.





Alumini Reviews



Thanks to the Simplilearn PG course in Digital Marketing! It helped me successfully transition from a school teacher to co-founder and leader of the marketing team at Transform Automation. The elaborate and structured course helped me understand the concepts from scratch.

SYAMALA ASHOK

Co-Founder



What other learners are saying



Eshan Gambhir

Group Head



This course helped me in multiple ways. First, it helped me expand my knowledge immensely. Second, it got me a new job with a salary increment of 30%. Third, the course boosted my self-confidence as a marketing professional and ignited a spark for learning within me.



Immanuel Dayal Walker

Regional Business Leader & Sales Leader, South Asia



The course had a well-defined curriculum, nicely laid study material, and incredible video lessons. Simple tests after lessons helped me brush up on the learning and analyze the answers. The instructors were knowledgeable and experienced.



Admission Details

Application Process

The application process consists of three simple steps. An offer of admission will be made to the selected candidates and accepted by the candidates by paying the admission fee.

STEP 1



Submit Application

Tell us a bit about yourself and why you want to do this program

STEP 2



Application Review

An admission panel will shortlist candidates based on their application

STEP 3



Admission

Selected candidates can begin the program within 1-2 weeks

Eligibility Criteria

For admission to this PCP in Digital Marketing, candidates should have:



At least 6 months of experience in marketing



A bachelor's degree in any discipline



A motivation letter explaining your career goals

At least 2 years of experience preferred

A bachelor's degree in any discipline

Marketing or non-marketing background

Admission Fee & Financing

The admission fee for this Digital Marketing Program is ₹ 1,17,700 (Incl. taxes)

Financing Options

We are dedicated to making our programs accessible. We are committed to helping you find a way to budget for this program and offer a variety of financing options to make it more economical.

No Cost EMI

We have partnered with the following financing companies to provide competitive finance options at 0% interest rate with no hidden costs.



Financing as low as

₹ 3,907/month

[LEARN MORE](#)

Other Financing Options

We provide the following options for one-time payment



Internet Banking



Credit/Debit Card



Standard EMI

Total Admission Fees

₹ 1,17,700

(Incl. taxes)

Apply Now

Start Application

Name*

Email*

IN +91 Phone Number*

Total Work Experience*

[Proceed](#)

By providing your contact details, you agree to our [Privacy Policy](#)

Program Benefits

- ✓ Receive a joint Purdue-Simplilearn certification
- ✓ Become eligible for Purdue University Alumni Association
- ✓ Masterclasses delivered by Purdue faculty
- ✓ Rigorous curriculum designed by industry experts
- ✓ Complete this certification program while you work

Program Cohorts

Next Cohort

PC DM JAN 2023 Cohort 1

Limited Seats Left

Date

Time

Batch Type

1	Program Induction	5 Jan, 2023	19:30 IST		
2	Regular Classes	14 Jan, 2023 - 28 May, 2023	19:30 - 23:30 IST	Weekend (Sat - Sun)	APPLY NOW

Other Cohorts

PC DM JAN 2023 Cohort 2					
		Date	Time	Batch Type	
1	Program Induction	23 Jan, 2023	09:00 IST		
2	Regular Classes	28 Jan, 2023 - 11 Jun, 2023	09:00 - 13:00 IST	Weekend (Sat - Sun)	APPLY NOW

PC DM FEB 2023 Cohort 1					
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Got questions regarding upcoming cohort dates?

[Talk To An Admission Counselor](#)

Professional Digital Marketing FAQs

What is the JobAssist program? Simplilearn's JobAssist program is an India-specific offering in partnership with IIMJobs.com to help you land your dream job. With the JobAssist program, we offer extended support for the certified learners who are looking for a job switch or starting with their first job. Upon successful completion of this Post Graduate Program in Digital Marketing, you will be eligible to apply for JobAssist and your details will be shared with IIMJobs. As a part of this digital marketing certification program, IIMJobs will offer the following exclusive programs: • IIMJobs pro-membership for 6 months • Resume building assistance • Career Mentoring and Interview Preparation sessions via Webinars • Career fairs	^
Will the JobAssist program guarantee me a job?	▼
Can I choose not to take this JobAssist program and get a discount?	▼
How do I earn the certificate for this Post Graduate Program in Digital Marketing?	▼
What are the eligibility criteria for this Professional Certificate Program in Digital Marketing in partnership with Purdue University?	▼
What is the admission process for this Professional Certificate Program in Digital Marketing with Purdue University?	▼

[VIEW MORE](#)

Find Professional Certificate Program in Digital Marketing in other cities

Ahmedabad Bangalore Chennai Delhi Kolkata Mumbai Pune

Related Programs



IMT Ghaziabad Digital Marketing Program

🕒 Cohort Starts : 01 Feb, 2023 | 📅 5 Months



Related Articles



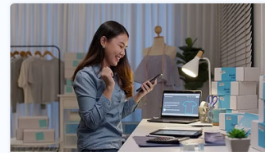
What Are the Elements of a Brand or Brand Persona?

ARTICLE Aug 17, 2022



What is Inbound Marketing and How to Build a Successful Strategy

ARTICLE Sep 2, 2022



A Case Study on Spotify Marketing Strategy

ARTICLE Sep 15, 2022



Walmart Marketing Strategy

ARTICLE Jul 18, 2022

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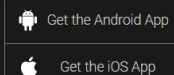
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Trending Master Programs

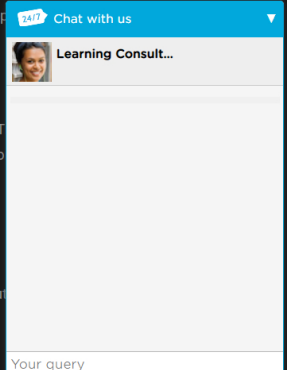
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Trending Courses

PMP Certification Training Course | Big Data Hadoop Certification Training Course | Data Science with Python Course | AWS Solutions Architect Certification Training Course | CISSP Certification Training | Certified ScrumMaster (CSM) Certification Training | ITIL 4 Foundation Certification Training Course | Java Certification Training Course | Python Certification Training Course

Trending Resources

Python Tutorial | JavaScript Tutorial | Java Tutorial | Angular Tutorial | Node.js Tutorial | Docker Tutorial | Git Tutorial | Kubernetes Tutorial | Power BI Tutorial | Tableau Tutorial





Request a callback



Call us on 1800-212-7688



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