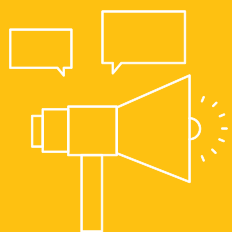


# DIGITAL MARKETING SPECIALIST

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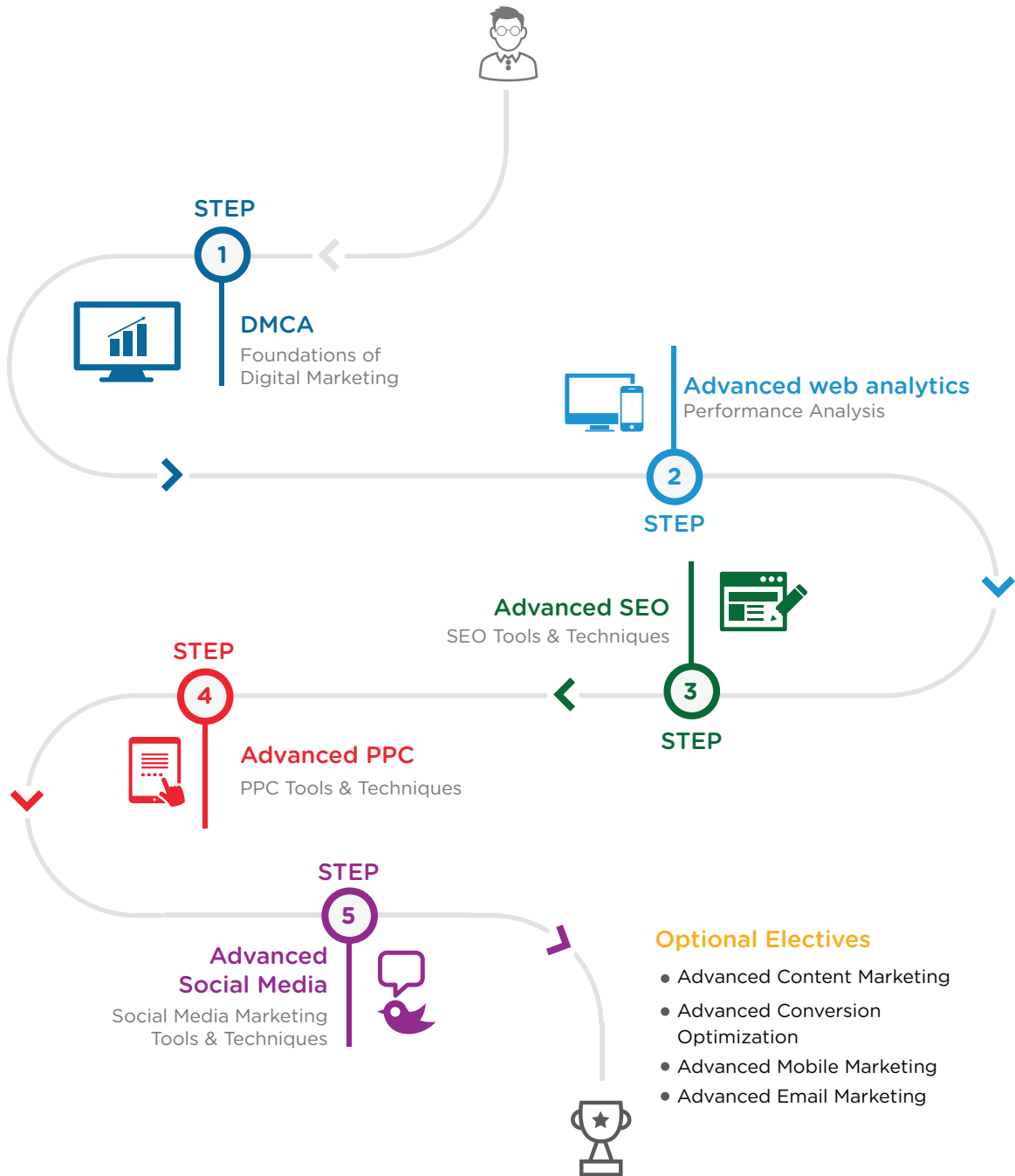
*The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse*

AshokMarg, Dhannirman Complex,  
IInd Floor, Cosmo Foundation Lucknow

7011907181,  
8181818821

[www.scimox.com](http://www.scimox.com)

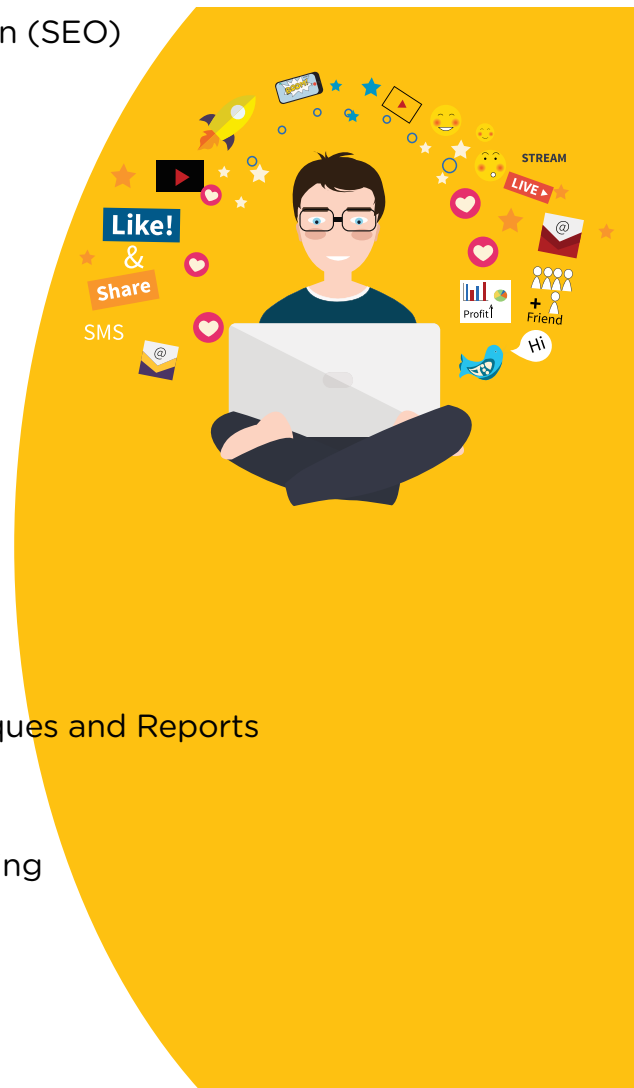
# Learning Path



## DIGITAL MARKETING SPECIALIST

## Course Curriculum

- ✓ Foundations: Search Engine Optimization (SEO)
- ✓ Foundations: Social Media
- ✓ Foundations: Content Marketing
- ✓ Foundations: Email Marketing
- ✓ Foundations: Mobile Marketing
- ✓ Foundations: Pay Per Click (PPC)
- ✓ Foundations: Conversion Optimization
- ✓ Foundations: Digital Analytics
- ✓ Foundations: Marketing Automation
- ✓ Foundations: Programmatic Buying
- ✓ Tools: Google Analytics: Specific Techniques and Reports
- ✓ Tools: Google AdWords Fundamentals
- ✓ Tools: Facebook Marketing and Advertising
- ✓ Tools: YouTube and Video Marketing
- ✓ Tools: Twitter Advertising
- ✓ Digital Marketing Strategy



# Get ready for the Market

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## Digital Marketing Certified Associate

The Digital Marketing Certified Associate (DMCA) program is designed to train beginners in the essentials of online marketing. Prepared by leading digital marketers, the course offers foundational training in the major digital marketing specialties. Real-world industry projects offer a platform to acquire hands-on learning expertise with the most important digital marketing tools. The course equips learners with the skills required to plan and execute digital marketing campaigns in any industry.



## Key Learning Objectives

- ✓ Deep domain expertise in 11 digital marketing disciplines, including search engine optimization (SEO), social media marketing, pay-per-click (PPC), conversion optimization, web analytics, content marketing, mobile marketing, email marketing, programmatic buying, marketing automation, and digital marketing strategy.

- ✓ Strategic and execution expertise in Google Analytics, Google AdWords, Facebook Marketing, Twitter, and YouTube.

Real-world problem-solving through projects using Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing.

- ✓ Formulate, plan, and execute effective digital marketing strategies with the digital marketing strategy module.

- ✓ Prepare for top digital marketing certification exams such as OMCA, Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing.

- ✓ Advanced training in Twitter Advertising with course content developed in partnership with Twitter.