



**RAMAKRISHNA MISSION VIDYAMANDIRA**  
Belur Math, Howrah

In association with  **Estory Infocom**

Announces Online Certificate Course on

# Digital Marketing

**Course Begins  
January 2025**

Duration: 3 Months ( 48 Hours )

Classes on Sat & Sun Evening

All Sessions by Industry Experts

Language: English

Open to all genders (18 years & above)

**Course Fee  
Rs 5000/-**

Email any queries at  
[rkmv.estory@gmail.com](mailto:rkmv.estory@gmail.com)

**Course Coordinator**

*Swami Indreshananda*

**Contact**

*Estory Infocom*

**Ph: +91-9147061454**

*Offline Admission Available*

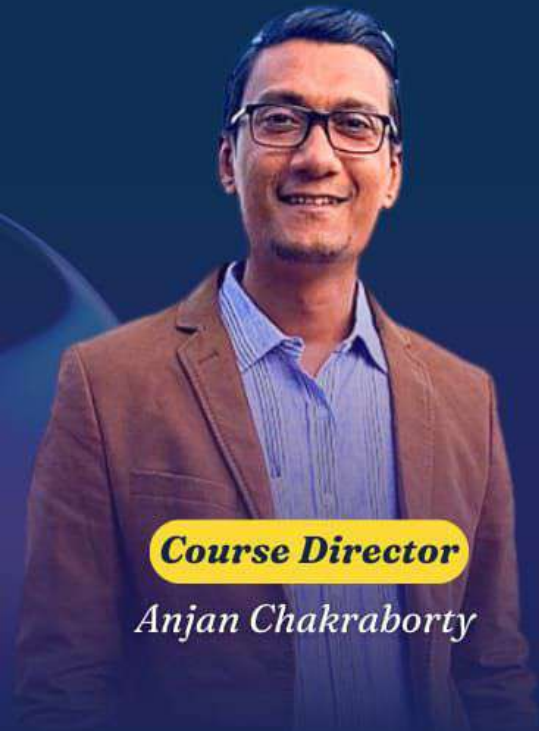
**RKMV Contact**

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**Course Director**

*Anjan Chakraborty*





# Ramakrishna Mission Vidyamandira

## Belur Math, Howrah, West Bengal

### Placement and Career Counselling Cell Launches

# Online Certificate Course on

# Digital Marketing

In association with  **Estory Infocom**

## Highlights

Course Duration: 48 Hours  
Schedule: Classes every Saturday and Sunday  
Course Delivery Mode: Online  
Course Language: English  
Course Spotlight: Industry Experts to deliver all sessions

## Eligibility

Students and professionals comfortable using the internet, email, and social media. Age: 18 years and above. Open to all genders.

## Course Objective

The objective of this course is to provide learners with the knowledge and skills necessary to effectively plan, execute, and analyse digital marketing campaigns across a variety of platforms and channels. This includes learning the fundamentals of search engine optimization (SEO), content marketing, social media marketing, email marketing, pay-per-click (PPC) advertising, web analytics, e-commerce marketing and mobile marketing.

## Course Curriculum

- Introduction to Digital Marketing
- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Email Marketing
- Google Adsense
- Web Analytics
- E-Commerce Marketing
- Google My Business
- Influencer Marketing
- Affiliate Marketing
- Digital Marketing Campaign
- Ethics and Legal Considerations
- Future Trends in Digital Marketing

## Course Outcome

Upon completion of the course, learners should be able to:

- Understand the digital marketing landscape.
- Develop a digital marketing strategy.
- Optimise websites and content for search engines.
- Promote content through various digital channels.
- Measure and analyse the performance of campaigns.
- Use data to drive decision-making and optimise campaigns.

Offline Admission available  
Course Coordinator  
Swami Indreshananda

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