



iUniversity
BY IYDA

Executive Certificate in Digital Marketing & Brand Management

iUniversity by IYDA

Duration: 6 Months

Course Hours of Learning: 180 Hours

Mode: Online / Offline / Hybrid

Eligibility: 10+2 / Graduate / Working Professionals

Level: Beginners to Advanced

Certification: Executive Certificate from iUniversity by IYDA

Module 1: Digital Marketing Foundations

Practical learning through hands-on assignments, projects, and real-world applications.

Module 2: Brand Management Principles

Practical learning through hands-on assignments, projects, and real-world applications.

Module 3: Search Engine Optimization (SEO)

Practical learning through hands-on assignments, projects, and real-world applications.

Module 4: Social Media Marketing

Practical learning through hands-on assignments, projects, and real-world applications.

Module 5: Content Marketing & Storytelling

Practical learning through hands-on assignments, projects, and real-world applications.

Module 6: Performance Marketing & Paid Ads

Practical learning through hands-on assignments, projects, and real-world applications.

Module 7: Email Marketing & Automation

Practical learning through hands-on assignments, projects, and real-world applications.

Module 8: Web Analytics & Consumer Insights

Practical learning through hands-on assignments, projects, and real-world applications.

Module 9: Influencer & Affiliate Marketing

Practical learning through hands-on assignments, projects, and real-world applications.

Module 10: AI Tools for Marketing

Practical learning through hands-on assignments, projects, and real-world applications.

Module 11: Integrated Brand Campaign Planning

Practical learning through hands-on assignments, projects, and real-world applications.

Module 12: Capstone Project & Industry Case Studies

Practical learning through hands-on assignments, projects, and real-world applications.

Tools & Technologies Covered:

- Google Analytics
- Google Ads
- Meta Ads Manager
- Canva
- ChatGPT
- SEMrush
- HubSpot
- Mailchimp
- Google Search Console
- Hootsuite

Career Opportunities:

- Digital Marketing Manager
- Brand Manager
- Marketing Executive
- SEO Specialist
- Social Media Manager
- Performance Marketing Executive
- Brand Communication Executive
- Digital Marketing Consultant