

SAMBAD SCHOOL OF MEDIA AND CULTURE

INFORMATION BULLETIN

Certificate Course in Digital Media Production and Marketing

IMPORTANT NOTES

Please read before applying.

- The total duration of the Course is 3 months and includes 150 study hours, Live projects & internships.
- The Institution reserves the right to admit a student for the said course.
- Students taking admission before 7th Jan 2020 are eligible for the discount on Course fee @10%
- The course scheduled to commence from 14th Jan 2020, if atleast 10 numbers of students get enrolled otherwise the institution keeps the right to cancel/extend the last date of admission/return the DD made in favour of in institution.
- Please apply on the attached form only.

Background

There are more than 4 Billion internet users across the world! It is only obvious then, that Digital media is one of the most in-demand domains in the media market. In India, Digital Media is booming unparallel. The Country has witnessed 18% growth in numbers of internet users in the year 2018. Though we have only 40% overall internet penetration but we have registered 566 million internet users around. This is mentioned in the ICUBE Report 2018.

This new Generation want to express his/her creativity through this Internet/digital medium as it is cheaper, easily accessible, barrier less, license free media platform. It includes facebook, twitter, instagram, youtube, vimeo, hello, tiktak and many more.

A small example may be cited to imagine the growth of Digital media. YouTube, an American video-sharing website that allows users to share, rate, view, comment, and upload videos now considered as alternative video platform for the world. Even the Film producers are video creators are making premiere of their creation here. The website was created in February 2005 and it has been incredibly successful worldwide, with 1.35 billion users in 2016 and 1.58 billion in 2018.

It is said to account for more than 20 lakh jobs by the end of 2020. The average salary for a digital marketing manager in India is 4.5 Lakhs per annum. One of the best parts of having a career in this field is the vast number of sub-domains it has. From an SEO Specialist to a Digital Marketing Manager or an Email Marketing Specialist, the options are limitless.

This course is developed with an innovative, market driven curriculum, where the learner is trained how to create content, platform and also market it for Revenue generation and more Popularity. It aims to make the learner a good social media professional who will be capable of developing and deciding the proper content and market it in a true sense for achieving the Goal.

Course Contents

The Entire curriculum is divided into three segments as per the need of the market.

A. WEBSITE AND BLOGS

- ❖ Fundamentals of Website designing, word Press management, Web/Cloud server hosting
- ❖ Fundamentals of Social media (Face book, twitter, instagram, linkedin, Blogs youtube)
- ❖ Introduction to tools of Digital Marketing

B. CONTENT DEVELOPMENT

- ❖ Conceptualising Content as King
- ❖ Developing skill Content writing/ Content Development for Blogs and other social media
- ❖ Fundamentals of Blogging (how to write Blogs), Types of blogging
- ❖ Video Content Production for Digital and Social media Platforms and Youtube
- ❖ Copyright and its scope of use

C. DIGITAL MEDIA MARKETING

- ❖ Fundamentals of Ads
- ❖ Search Advertising & Ads Tools
- ❖ Video Advertising using Youtube
- ❖ Shopping Advertising with Google
- ❖ Social Media Marketing
- ❖ Programmatic Buying, Email and Affiliate Marketing
- ❖ Website and Microsites
- ❖ Display Advertising using Ads
- ❖ Advertising on Mobile
- ❖ Search Engine Optimisation
- ❖ Web Analytics
- ❖ Google Analytics
- ❖ Content driven Inbound Marketing

Who can Participate

- ❖ Graduates/Students of Graduation, Professionals, Managers, Media Professionals, Marketing Professionals and Content Designers.
- ❖ You should have a nose for content development and internet marketing.

Course Fee

Students intended to take admission have to apply on the recommended application form available at School's Counter or at its website www.ssomac.in with Rs. 500/- (five hundreds only) towards application Fee in the shape of DD/ Cash.

Team of experts will conduct a personal interview for the applicants and successful candidates will be chosen to take admission to the course.

Candidates selected to take admission are to pay an amount of Rs. 21000.00 (Rupees twenty-one thousands only towards Course Fee in the shape of DD/banker's cheque/NeFT in 3 installments and Rs. 1000 towards admission registration Fee during the time of admission to "SAMBAD SCHOOL OF MEDIA AND CULTURE."

Out Come

After the successful completion of the Course the Learner will be capable to:

- ❖ Create primary assets- websites and Micro-sites
- ❖ Create contents both text, image and audio-Video contents
- ❖ Drive organic traffic through Search Engine Optimization and capturing the right intent
- ❖ Use social media to promote contents and engage with your brands across the key platforms like Face book, Twitter, LinkedIn, Instagram
- ❖ Use paid media- Online Advertising, Ads Campaign management and Campaign Basics across search, display, mobile, video and online shopping
- ❖ Apply relevant tools and concepts to execute measure and monitor an annual online marketing plan and use analytics to drive actionable improvements
- ❖ Driving traffic, engagement and conversion using content marketing inbound strategies
- ❖ Integrate new digital marketing techniques, strategize, implement and optimize online campaigns successfully

Certificates

A. SAMBAD SCHOOL OF MEDIA AND CULTURE (SSOMAC) WILL AWARD CERTIFICATE TO THE STUDENTS WHO SUCCESSFULLY COMPLETE THE COURSE.

B. STUDENTS WILL BE ENCOURAGED AND FACILITATED TO APPEAR COURSES BEING COVERED BY GOOGLE ONLINE. THEY MAY ALSO EARN:

- ❖ Google Mobile Certification
- ❖ Shopping ads Certification
- ❖ Google Display ad Certification
- ❖ Google adwords Certification
- ❖ Google analytics Certification
- ❖ (6)Video Ads Certification
- ❖ Bingads Certification
- ❖ Facebook blue print certification

Job Opportunities

After completing the students shall be able to create:

- ❖ Their own web site/blog and start their business goals
- ❖ They can also work as Professionals like: Content designer, Content adviser, Content writer, Social media Executives/strategist, Media planner, Client service executives, Business development Executives.

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