

Update Yourself for the New Generation Media



Sambad
School of
Media and
Culture

Course Highlights

- ✓ A 90 Days, 144 Hrs Online/Offline Programme
- ✓ Course will be covered by Experienced Faculties/professionals
- ✓ Any Intermediate, Working Executives, Housewives eligible
- ✓ Up to 20% Scholarship available for deserving candidates
- ✓ Students will be Certified by "Sambad".

Participants will be exposed to the industry while pursuing the course. They will be provided training by the experts from across the industry and paid internship programmes to the most deserving after passing out for 2 months.



Want to discuss more?
CONTACT US NOW

9078967163

Become a Social media influencer/ Grab a job in any Social media organisation after completing this 144-hour rigorous programme

Sambad South Campus,
Rasulgarh, Bhubaneswa-10



www.ssomac.com

Voyage your Career

CERTIFICATE PROGRAMME IN DIGITAL MEDIA & MARKETING

a 90 days professionally crafted programme to boost your career.



Course Contents

D. 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

A. Website and Blogs

Fundamentals of Website designing & Management on WP
Fundamentals of Social media
Introduction to Tools of Digital Marketing

B. Content Development & AI

Conceptualising Content as King
Using AI in content
Developing skill Content writing for Blogs and other social media
Youtube Content Production
YT SEO, Rules, and other Parameters

C. Legal Awareness

Information and Technology Act 2020,
Law of Defamation (356 of BNS)
RTI- 2005
Intellectual Property Act/Copyright Act
Community Guidelines

Course Fee

INR 30000 to be paid at the time of admission.

Up to 20% Scholarship
is available

Scholarship



Influence your audience

After the successful completion of the Course the Learner will be capable to become a Social media influencer

144 HRS

3 Days a Week | 4 Hrs a Day

Can Make you
an expert in digital content & marketing

[JOIN NOW](#)

Certificate Programme in Digital Content Production and Marketing

