

**STRATEGIC  
THINKING  
IN THE  
DIGITAL ERA**



**PROFESSIONAL DIPLOMA  
IN DIGITAL MARKETING**

IN PARTNERSHIP WITH **STUKENT**

# IN A WORLD FULL OF AUTOMATION BE A THINKER

Few business functions have been as disrupted by digitalisation as marketing. Therefore, to keep the digital marketer at the forefront of these changes, NMIMS Global Access has designed the Professional Diploma in Digital Marketing - to develop expertise in every facet of digital marketing, from strategy and organisational design to customer impact and scalable execution.



## SUCCEED WITH **STUkENT**

**STUDY WITH THE WORLD:** Content provider for over 1400 prestigious schools across the world; Columbia, Cornell, Harvard, INSEAD, Oxford, Stanford

**STAY CURRENT:** Curriculum updated to include industry developments every six months

**LIFETIME ACCESS:** Get a lifetime right to use the course content after you finish the course

**Makes you a digitally savvy marketer** who can blend both strategy & organizational design to create customer impact



**Lets you harness digital marketing** to transform business effectiveness and to understand and apply marketing concepts in the digital framework



**Allow you to conceptualise and create digital strategies** across touchpoints- Search, Social, Display, Mobile and iVideos



### KEY TAKEAWAYS



**Enables you to understand consumers** through a digital lens and their changing consumer behaviour



## NMIMS EDGE

Founded from the iconic SVKM's NMIMS, we are NMIMS Global Access School for Continuing Education. The journey that began as India's premier distance learning establishment of 20th century has culminated into NMIMS Global Access becoming a connected institution of the 21st century providing stellar executive education to working professionals.



ACCREDITED BY  
**NAAC**



ONE OF INDIA'S  
TOP 10 B-SCHOOLS



EXCEPTIONAL CORPORATE  
COLLABORATION, RECOGNITION  
AND ACCEPTANCE



BY  
**UGC**

## NGA-SCE FORTE

**38000+**  
ACTIVE STUDENTS

**6000+**  
ALUMNI

STUDENTS FROM  
**300+**  
LOCATIONS ACROSS INDIA

# LEARN THE ROPES TO AN EVER CHANGING INDUSTRY

## Semester I

- **Module 1-** Cultivate: Revisiting Marketing concepts & Introduction to Digital Media
- **Module 2-** Catch: Marketing Framework for the connected consumer
- **Module 3-** Connect: Marketing to the connected consumer
- **Simulation Project-** Mimic Pro

## Semester II

- **Module 4-** Consume: Conversations with Content
- **Module 5-** Close: Optimizing for Conversions
- **Module 6-** Continue: Building loyal consumers and driving brand advocacy
- **Simulation Project-** Mimic Social

## MASTER KEY COMPONENTS OF DIGITAL MARKETING

Marketing Fundamentals

Social Media Channels

Search Engine Optimization (SEO)

Content Distribution Strategy

Google Analytics

Influencer Marketing

Emerging Trends in Digital Marketing

Google Adwords

## DISTINGUISHED FACULTY

Program designed by an eminent jury of academicians and industry experts

Live Lectures conducted by eminent faculty comprising a mix of Leading Academicians and Industry Leaders

Guest sessions from expert Industry practitioners

## CAREER OPTIONS

Digital  
Marketing  
Manager

Content  
Marketing  
Manager

Inbound  
Marketing  
Manager

Social  
Media  
Marketing  
Expert

SEM/SEO  
Manager

Digital  
Marketing  
Strategist

## ELIGIBILITY

- Students, graduates and entry level professionals aspiring for a career in Digital Marketing.
- Management graduates who want to equip themselves towards Digital Marketing.
- Existing Marketing & Sales professionals who want to understand & leverage digital marketing in their workplace.
- Entrepreneurs and business owners who want to leverage Digital Marketing for their business.

## ADMISSION PROCESS

### 1. Registration

Fill up the Registration Form on web and pay an Admission Processing fee of Rs 1,200/-

### 2. Submission

Visit the closest Authorised Enrolment Partner with following documents

- a. Academic Documents
- b. Work Experience Documents (if any)
- c. Photo identity
- d. Passport Size Photographs.
- e. Aadhaar Card

The counsellor at the Authorised Enrolment Partner will verify the documents and upload the same on the system.

### 3. Fee Payment

Pay program fees on receiving approval of documents submitted by the University.

Modes of Payment:

1. On web
2. Demand Draft in favour of 'SVKM's NMIMS' payable at Mumbai.
3. Avail Loan Facility
4. EMI Facility (3, 6, 9, 12 months) is available via online payment using credit cards of the following banks: HDFC, ICICI, Axis, Citi, Standard Chartered, HSBC, SBI, Kotak Mahindra Bank

### 4. Confirmation

Your admission will be confirmed and the student number issued after the approval of documents and the payment from the University.

Student Portal Activation & Lecture deliverables will be made available only on Confirmation of admission.

## REACH US

[executive.nmims.edu/digital-marketing](https://executive.nmims.edu/digital-marketing)



**Toll free:** 1800-1025-136

**Email id:** [ngasce@nmims.edu](mailto:ngasce@nmims.edu)

**For an in-person counselling**

**session register on :** [executive.nmims.edu/digital-marketing](https://executive.nmims.edu/digital-marketing)

**Authorised Enrolment Partner**

