

Foundation Program – 27

Course Name	Digital Marketing
QP Name & QP CODE	Digital Marketing Manager - MES/Q0706
Course Code	G27
Course Duration	210 hrs
Credit	7
Sector	Media & Entertainment Skill Council
NSQF Level	5
Description	Individuals at this job carry out digital marketing process to promote the company offerings and get more customers and sales through digital channels such as search engines networks, social media networks etc. Develop and implement digital marketing strategy for the organization, track and optimize the campaigns and manage the team of executives effectively to meet the organization goals and objectives.
Progression Pathway	Director / Entrepreneur
Qualification	Pursuing Degree/Diploma after plus two
Mode Of Training	Offline Mode & Hybrid Mode
Department	All Department