



Maharani Lakshmi Ammani College for Women Autonomous

Affiliated to Bengaluru Central University
Re-accredited by NAAC with "A" grade, Recognised by UGC
under Section 2(f) and 12(b) of the UGC Act 1956
Conferred the Status of 'College with Potential for Excellence' by UGC

DIGITAL MARKETING TRAINING PROPOSAL

For

**MAHARANI LAKSHMI AMMANI
WOMEN'S COLLEGE**

MALLESHWARAM

Greetings from Digital Highflyers!!!



Introduction

Thank you for taking the time to discuss with us the Digital Marketing training requirements of your esteemed college. Based on our experience at Digital Highflyers, we are confident we can significantly contribute to giving the students a very strong foundation in understanding Digital Marketing and its various platforms.

Digital Highflyers is a start-up that provides digital marketing training services to students, colleges, working professionals, and entrepreneurs. We also provide consulting services to businesses to help them build, develop, and sustain their digital footprint. We run orientations and seminars that educate the audience on the 'what', 'why' and 'how' of digital marketing. We have been successfully conducting orientation sessions and follow-up training programs in colleges in Bangalore for the last one year.

Digital marketing has gained rapid momentum in the last few years and has revolutionised the way businesses are carrying out their operations and marketing strategies. This has opened up digital marketing as a vast stream of career and business opportunities. The digital marketing industry in India is very promising with an annual growth rate of 35% to 40%. To cater to your requirement, I would like to run digital marketing orientation seminars in your college for students. These seminars provide the students with a strong fundamental knowledge of digital marketing and help them decide on pursuing digital marketing as a career, interest, job, or even a business.

Course Details

"Digital Highflyers Take-off" is a fundamental training program that will provide the students an introduction to the various digital marketing platforms and their uses, which in turn will set the right stage for them to pursue their Digital Marketing interest further as a career. On successful completion of the "Digital Highflyers Take-off" program, students will be awarded a certificate of fundamental training completion from Digital Highflyers.

Lesson Plan for "Digital Highflyers Take-off" program



Course -1(12 hours)

Module	Key Objective	Topics	Duration
Marketing and Digital Marketing (DM)	Provide strong foundational knowledge about Marketing and DM to enable further learning	<ul style="list-style-type: none"> • Why Marketing? • Traditional Vs. DM • Benefits of DM 	1 hour
Introduction to Digital Marketing Platforms	Understand various platforms available for digital promotions	<ul style="list-style-type: none"> • DM Platforms (Keyword, Competitor Analysis, SEO, SMM, SEM, etc.) 	5 hours
Search Engine and Domain-hosting	Provide understanding on how Search Engine works and understand Domain and Hosting structure	<ul style="list-style-type: none"> • What is a Search Engine and its types • Understand what constitutes a Domain • Selecting a Domain name • Hosting and various types of hosting • Sync domain and hosting 	2 hours
Content Marketing & Content writing	Highlight the importance of Content Marketing in the digital space and understand various content writing formats	<ul style="list-style-type: none"> • Difference between Content Marketing & Writing • Various types of Content writing 	1 hour
CMS & Website creation (Theory)& Intro to WP platform	Understanding how Content Management systems work and how it is used in website creation	<ul style="list-style-type: none"> • Wire Frame • Wordpress 	2 hours
Career Opportunities in DM	Provide an overview of the different roles in DM that can be pursued as a career	<ul style="list-style-type: none"> • Career opportunities at various levels across different DM platforms 	1 hour

Program details

Program Title – “Digital Highflyers Take-Off”

Program type – Certificate course

Duration – 12 hours (As per the schedule provided by the college)

Program cost – INR 2200/- per participant + GST

Course -2 (16 hours)



Module	Key Objective	Topics	Duration
Marketing and Digital Marketing (DM)	Provide strong foundational knowledge about Marketing and DM to enable further learning	<ul style="list-style-type: none"> Why Marketing? Traditional Vs. DM Benefits of DM 	1 hour
Introduction to Digital Marketing Platforms	Understand various platforms available for digital promotions	<ul style="list-style-type: none"> DM Platforms (Keyword, Competitor Analysis, SEO, SMM, SEM, etc.) 	1 hour
Search Engine and Domain-hosting	Provide understanding on how Search Engine works and understand Domain and Hosting structure	<ul style="list-style-type: none"> What is a Search Engine and its types Understand what constitutes a Domain Selecting a Domain name Hosting and various types of hosting Sync domain and hosting 	2 hours
Search Engine Optimization	To learn a few basic techniques used to optimize websites	<ul style="list-style-type: none"> SEO On-page Off-page 	4 hours
Google Ads	Search Advertising	<ul style="list-style-type: none"> Understand the Google ads platform for running campaigns successfully 	3 hours
Social Media Marketing	Learn the functionalities of various SMM platforms	<ul style="list-style-type: none"> Understand the objectives of using various SMM platforms 	4 hours
Career Opportunities in DM	Provide an overview of the different roles in DM that can be pursued as a career	<ul style="list-style-type: none"> Career opportunities at various levels across different DM platforms 	1 hour

Program details

Program Title - "Digital Highflyers Take-Off"

Program type - **Certificate course**

Duration - **16 hours** (As per the schedule provided by the college)

Program cost - **INR 3700/- per participant + GST**

Note: This programme includes an online certification for Search Advertising by Google

Course -3 (20 hours)



Module	Key Objective	Topics	Duration
Marketing and Digital Marketing (DM)	Provide strong foundational knowledge about Marketing and DM to enable further learning	<ul style="list-style-type: none"> Why Marketing? Traditional Vs. DM Benefits of DM 	1 hour
Introduction to Digital Marketing Platforms	Understand various platforms available for digital promotions	<ul style="list-style-type: none"> DM Platforms (Keyword, Competitor Analysis, SEO, SMM, SEM, etc.) 	1 hour
Search Engine and Domain-hosting	Provide understanding on how Search Engine works and understand Domain and Hosting structure	<ul style="list-style-type: none"> What is a Search Engine and its types Understand what constitutes a Domain Selecting a Domain name Hosting and various types of hosting Sync domain and hosting 	2 hours
Search Engine Optimization	To learn a few basic techniques used to optimize websites	<ul style="list-style-type: none"> SEO On-page Off-page 	4 hours
Google Ads	Search Advertising	<ul style="list-style-type: none"> Understand the Google ads platform for running campaigns successfully 	5 hours
Google Ads	Display Advertising	<ul style="list-style-type: none"> Understand the Display advertising platform of Google ads 	
Social Media Marketing	Learn the functionalities of various SMM platforms	<ul style="list-style-type: none"> Understand the objectives of using various SMM platforms 	4 hours
Analytics	Gaining visibility towards the numbers and metrics of DM	<ul style="list-style-type: none"> Overview of Google Analytics SMM Analytics Search Console 	1 hour
ORM & Email Marketing	To understand the role of online reputation mgmt. and email marketing in DM	<ul style="list-style-type: none"> What is ORM Overview of email marketing 	1 hour
Career Opportunities in DM	Provide an overview of the different roles in DM that can be pursued as a career	<ul style="list-style-type: none"> Career opportunities at various levels across different DM platforms 	1 hour

Program details



Program Title – “**Digital Highflyers Take-Off**”

Program type – **Certificate course**

Duration – **20 hours** (As per the schedule provided by the college)

Program cost – **INR 5200/- per participant + GST**

Note: This programme includes two online certifications- Search Advertising and display advertising by Google

Note: The program cost is on a per-participant basis. The batch cost will be the participant cost **X** the number of participants.

Advanced Training in Digital Marketing

Digital Marketing (or Internet marketing) is becoming important to just about every business and it is trying to make its presence felt in the virtual market. Thanks to the Internet and Digital era, the market is shifting gears from being a business centric entity to being consumer centric. This shift can also be attributed to easy access to internet and mobile phones. This shift has impacted the job market as well. By the year 2020, most of the businesses will be online and this means digital marketing will not be an optional strategy in marketing anymore. With both businesses and consumers increasingly shifting their focus to the digital medium, there is a growing spike in demand for digital marketers the job market.

Digital Marketing is the hottest skill today in business promotion. Companies are persistently investing in digital marketing promotional activities. They are looking for people who can devise and implement digital strategies for their marketing plan that suit their business needs. Developing your skill in this domain will give you a unique competitive advantage. To help students pursue Digital Marketing not just as another skill but as a career, we also bring to you the advanced digital marketingspecialization training programs in SEO (Search Engine Optimization), SMM (Social Media Marketing), Website Creation (Planning & Creating a website using CMS (Content Management System) that form the base for Digital Marketing. With specialization in these modules, the participants will be in a position to gain entry into the job market with the much wanted skillset in the marketing industry.

The Highflyers Take-Off program will form the foundation for performing any marketing activities using the digital platforms and serves as a base for specializing further.



Advanced Modules

For the students who show interest to pursue advanced digital marketing modules and advanced certifications, we run a customized 50/60 hours programme that includes placements assistance and internship opportunity. The course modules and the pricing will be decided upon our discussion with the college. This course is open to all the students of the college irrespective of the specializations they are into.

Faculty Development Programme - FDP

Also we specialize in conducting FDP (Faculty development programme) on Digital Marketing ecosystem to educate the management and teaching faculty of the college to help them enhance their understanding of the subject. The modules are designed after taking into account all the advancements happening in this domain across the globe.

Evaluation and Certificate

On successful completion of the course, participants will be awarded a certificate of course completion for the "Digital Highflyers Take-Off" program. For the advanced training programs, participants will be evaluated through a post-program objective evaluation. On successful completion of this evaluation, they will be awarded a certificate of course completion for their respective specialization program chosen. The evaluation will be a 30-minute objective test at the end of the program.

Training resources to be provided by college

1. Training room with an overhead projector and screen (board)
2. Whiteboard with markers
3. Computers with access to internet for every participant

Trainer Profile -Mrs. Ashwini Karthik

Ashwini is a B.com graduate from Mount Carmel College Bangalore. She has gained over 11 years of work experience, working with Infosys BPO and the Presidency group of institutions. Ashwini has specific digital marketing training and consulting experience of over 3 years. She has delivered more than 1200 hours of classroom training for companies like Digital Academy 360 and DigiTechniks in Bangalore, for students, working professionals, business-owners and entrepreneurs. On average, Ashwini has earned a feedback score of 4.7/5 as a trainer. She also supports her clients with their digital marketing strategies and promotional activities. Some of her recent and current clients include Sugar Knocker, Intuceo, DigiTechniks, Samhita Academy, Lead Now, and Digital



Vantage. She also has some very encouraging reviews and recommendations from students and clients on her LinkedIn Profile.

Ashwini is certified by Digital Academy 360, a Google Partner, for successfully completing the "**Advanced Digital Marketing Certification Program**" which included working on live projects and case studies. She is also certified by DigiTechniks for successful completion of the "**Integrated Digital Marketing Certification Program**". Ashwini also has to her credit, certifications from Google for completing the "**Google Adwords Search**" and "**Display Network**" certifications. She has a certificate of course completion from Udemy for "**Building a Facebook Chatbot in Chatfuel**".

In the last 6 months we have oriented and trained 500+ students from SFS degree college, Jyoti Nivas College, Mount Carmel college, Smt. Kamala Bai girls Education institution successfully.

Also Oriented 200 undergraduate students of your esteemed institution.

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Thank you.