

# PTVA'S INSTITUTE OF MANAGEMENT (PTVAIM)

## PROGRAM- CERTIFICATE COURSE IN DIGITAL MARKETING

**DURATION : 5TH OCTOBER TO 17TH OCTOBER 2018**

### TRAINING SCHEDULE

**POWERED BY LEARNING CATALYST**

DATE	MODULE	TIME	HOURS
5th Oct, Fri	Introduction to Digital Marketing	3pm - 5pm	2 Hours
6th Oct, Sat	Search Engine Marketing	4:45pm - 7:15pm	3 Hours
7th Oct, Sun	Search Engine Marketing	4 pm - 7 pm	3.5 Hours
8th Oct, Mon	Website Designing	2pm - 5pm	3 Hours
10th Oct, Wed	Search Engine Optimization	2pm - 6pm	4 Hours
16th Oct, Tue	Search Engine Optimization	3pm - 6pm	3 Hours
16th Nov, Fri	Email Marketing	10am - 1pm	3 Hours
17th Nov, Sat	Social Media Marketing	9am - 1pm	4 Hours
18th Nov, Sun	Social Media Marketing	2:30pm - 6:30pm	4 Hours
18th Nov, Sun	Google Analytics	10am - 2pm	4 Hours



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**KICK START YOUR DIGITAL CAREER NOW !!!!**