

AIQU

SCHOOL OF DESIGN & DIGITAL



Centre for Continuing Education



I'M THE SOURCE
IMS Group Of Institutions

be digital marketing maestro! not a noob



about AIQU

AIQU School of design and digital comes under the "IMS group of institutions", the no.1 vocational training institutes in Kerala. IMS has an excellent track record of training and successfully placing over 5000 students in the past 7 years. our alumni working in major MNCs in significant job roles stand as a testimony of excellent academic standards and 360-degree transformative trainings provided by IMS.

AIQU School of Design & Digital emerged out of IMS' mission to mold future-ready marketing professionals, who can rule the digital arena. the post-covid world is rapidly changing to digital space, and there is an enormous career opportunity for those who excel digital marketing. AIQU's course curriculum is a careful blend of sound theoretical; understanding and advanced cutting-edge practical skills.

AIQU has been recognized as the top digital marketing training institute in Kerala, as the students here are moulded to face the real life challenges in digital marketing

Understanding the drastic hike the professional's demand of digital marketing sector, and as per our survey in the market, it is difficult to get senior digital marketing professionals who having handful experience or skills.

students of AIQU goes through live digital marketing projects as a part of their academic curriculum which familiarizes them with the practical dynamics of how marketing in digital space works. Students are given opportunities to interact with industry veterans and participate in national and international events to broaden their exposure. AIQU frequently conducts seminars and workshops

for the first time in Kerala, AIQU offers diploma and post graduate diploma programs in digital marketing certified by **UGC recognized NAAC A accredited university**. hence the certificate offered by AIQU would be a passport which will open doors of great career opportunity.

at AIQU , curriculum developed by us in association with UGC recognized NAAC A grade university is best in the digital marketing sector with the aim of molding the best and managerial level digital marketing professionals.

AIQU makes sure each of our students passes out are placed in a rewarding career. we have placement tie-up with reputed companies across the nation. AIQU has an exclusive partnership with reputed online job-portal, which opens up even international placement opportunities for AIQU students

IMS group of institutions - vision

core purpose

we believe that ultimate success happens when individuals connect to their inner source. IMS guides people to connect their inner source of potential and passion.

core values

commitment : commitment towards our beneficiaries, team, and society at large keeps us in business.

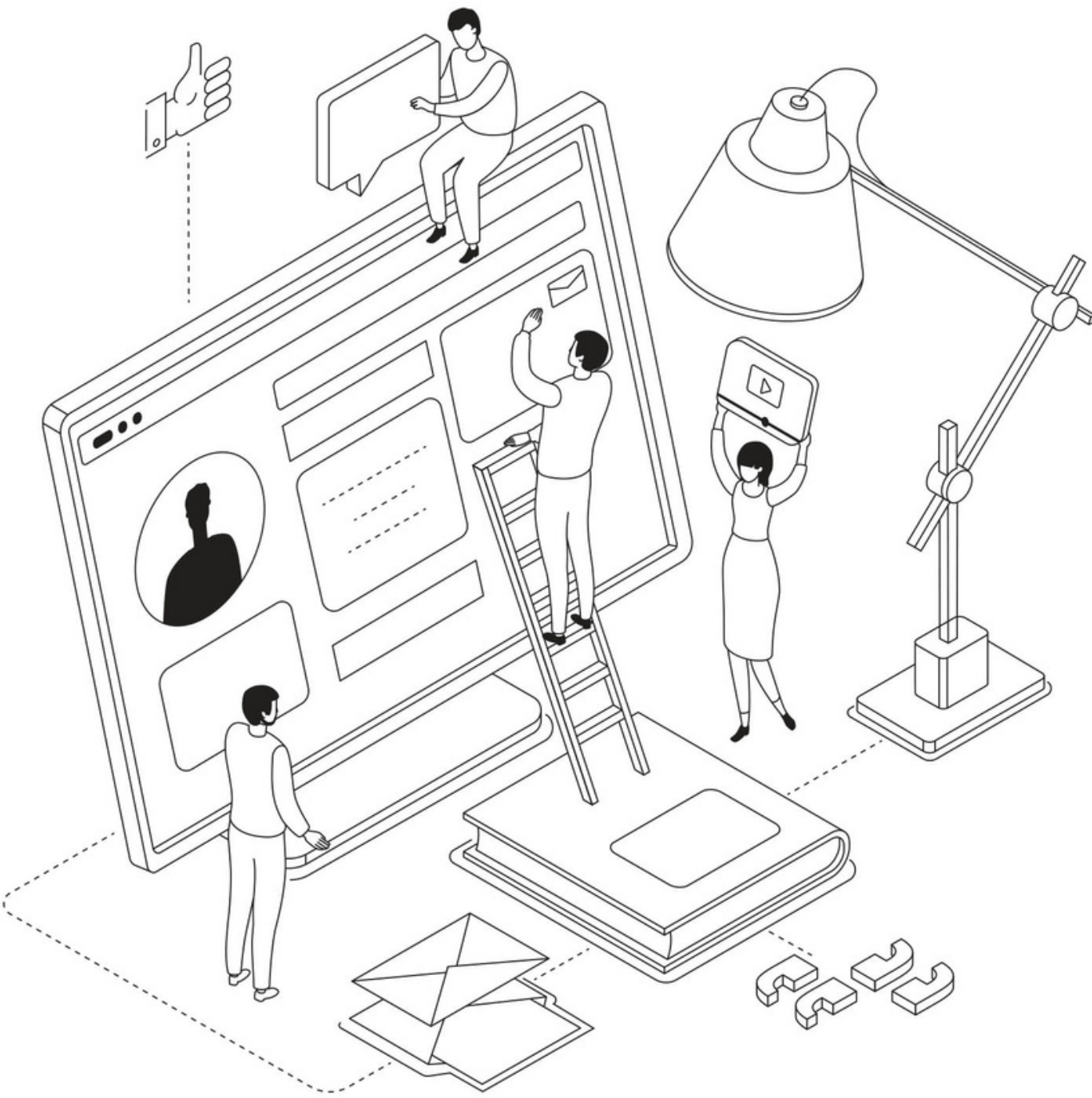
growth : the innate growth instinct drives us forward, and we pass it to all stakeholders.

family : IMS is an extended family of all stakeholders and we keep family values in our business interactions.

success : we believe the ultimate happiness is in achieving and celebrating meaningful success.

transformation: IMS group of institutions is committed to realizing holistic transformation in our beneficiaries.

scope of digital marketing ?



digital marketing is a marketing form, where the content is created and delivered through the digital channels to market the products or services. it includes search engines, social media platforms, blogging platforms, digital campaigns, email marketing & more.

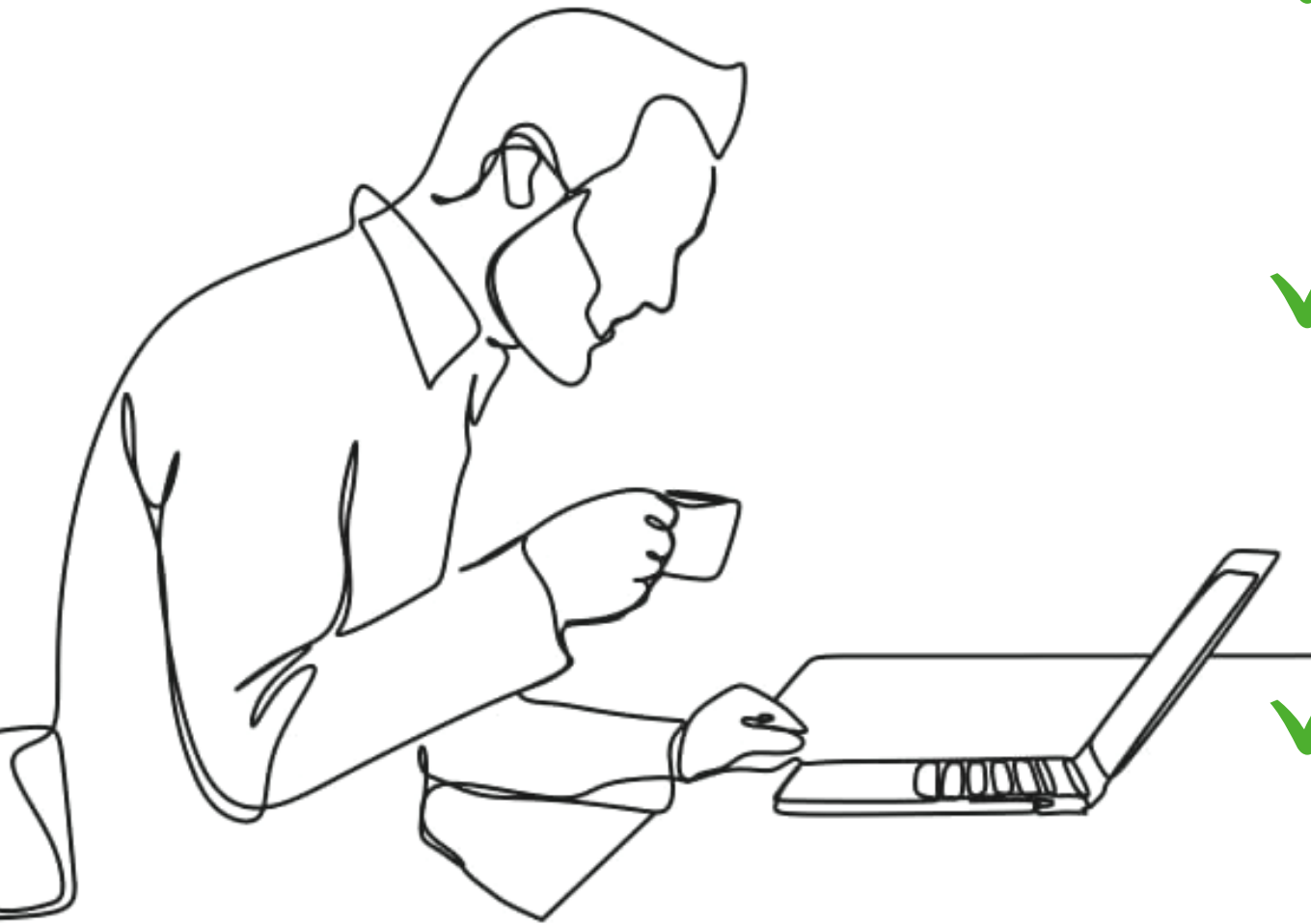
digital marketing helps your brand to maintain your brand visibility in digital channels, get feedback from your customers and interact with them.

specialized careers you can choose after completing Aiqu's digital marketing training



- ✓ SEO specialist/ SEO manager
- ✓ search engine manager/PPC marketer
- ✓ social media manager
- ✓ content marketing manager
- ✓ inbound marketing manager
- ✓ email marketer/manager
- ✓ affiliate marketer/manager
- ✓ digital marketer/manager

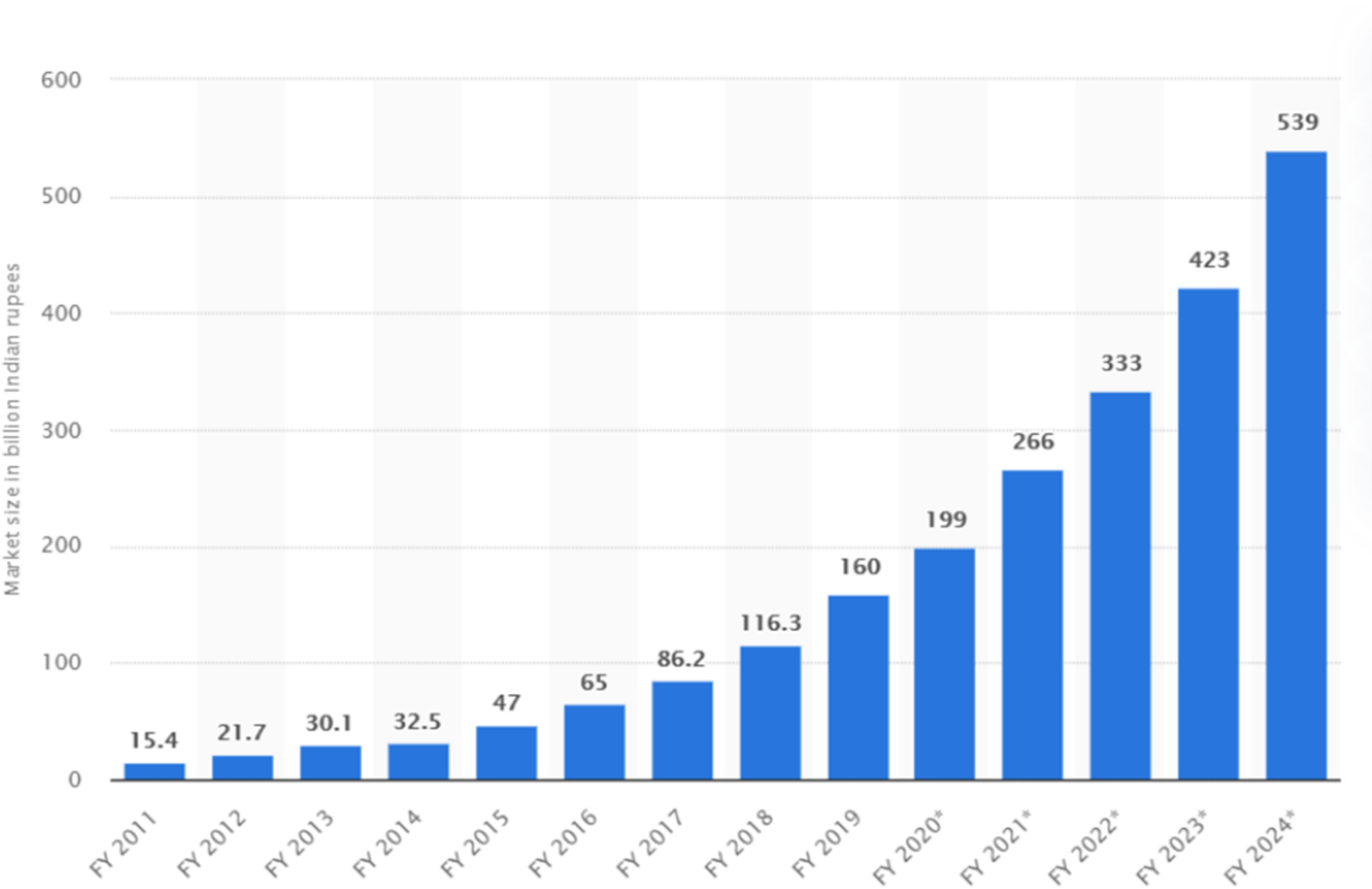
why choose digital marketing career?



- ✓ fast-growing industry after covid-19 pandemic
- ✓ internet users in the global population increasing drastically
- ✓ digital marketing is result-oriented and cheaper than conventional media
- ✓ job opening in the digital marketing industry is massive

Career Growth of Digital Marketing

For starters, here's a statistic on the valuation of the digital advertising industry in India over the years. Let's take a look at it.



(Source: Statista)

Programme Name	:	Post Graduate Programme in Digital Marketing
Duration	:	9 Months (38 Weeks)
Total Hours	:	390 Hrs.

Sl no	Module	Contents	Weeks
1	Module 1	Introduction to Digital marketing- Facts, Trends , Opportunities & More	1
		What is digital marketing, Why choose digital marketing as a career	
		Understanding digital channels	
		Evolution of Digital channels	
		Social media Introduction	
		Search engine Introduction	
2	Module 2	Business management in digital marketing	1
		Art & Science of Management	
		Marketing Management & Communication	
		Traditional vs. Digital Marketing	
		Online businesses	
		Components of a Digital Marketing Ecosystem	
		Digital marketing -Brainstorming Step 1: Define Target audience, Step 2: Attract an Audience with Free Content or Ads, Step 3: Make sales Step 4 : Measure & Optimize	
3	Module 3	Comprehensive Online Market Research ,Strategy plan.	1
		Introduction , Pain Points & Desires	
		Find audience with survey question	
		How to get response to survey	
		Analyze survey	
		Assignment	
		Live-Tools Walkthrough: Google Forms, Survey Monkey, Google Drive, Google Advanced Search	
4	Module 4	Golden approaches for personal branding-Make your own website	1

		Buying Domain & Hosting- Understanding C-panel	
		Installing WordPress, Customizing Theme ,PlugIns	
		SSL	
		Preparing website content	
5	Module 5	Design Thinking and Creativity for Business- Introduction	1
		Introduction to Canva	
		Introduction to Photoshop	
		Live-Tools Walkthrough: Canva,	
6	Module 6	Social media marketing- Type , tools & Tips	1
		Facebook Marketing	
		Instagram Marketing	
		Twitter Marketing	
		LinkedIn Profile creation, Optimization & Marketing	
		Pinterest marketing	
		Quora marketing	
		Introduction to hootsuite	
		Social Media Marketing Course: Hubspot certification	
7	Module 7	SEO-Master search engine optimization and be visible online	2
		Keyword Selection & Mapping	
		Content Optimization	
		On-Page SEO & HTML Tag Optimization	
		Off-Page SEO & Link Building	
		Local SEO	
		Assignment	
		Live-Tools Walkthrough:SEMRush, Moz, Keyword planner, Uber suggest etc	
		SEMrush- SEO Fundamentals Exam-certification	
8	Module 8	Web Analytics - Track, Master and Optimize	1
		Setting Up Google Analytics	
		Overview of Key GA Reports from Existing Data	
		Other Analytic Tools	
		Live-Tools Walkthrough: Google analytics	
		Google Analytics certification	
9	Module 9	Online Advertising - aproaches, strategies and success tips	4
		Introduction to Paid Marketing	

		Programmatic & Direct Ads Introduction to Search Ads Google Ads Search (PPC) Advertising Search Campaign Best Practices Display Advertising- a.Introduction to Display Advertising b. Live Display Campaign Creation Overview Video Advertising a.Introduction to Video Advertising b.Video Ad Campaign-Live Walkthrough Google ads- Search certification Google ads -Display certification Google ads-Video certification Bing Ads Certification	
10	Module 10	The Complete Facebook Ads Masterclass- Facebook Advertising Introduction to FB Ads- Lead Generation, Engagement, Website Visits Etc. FB Ad Campaign Creation-Live Walkthrough FB Ads Best Practices Live-Tools Walkthrough:Facebook Ads manager	1
11	Module 11	Strategic Email Marketing & growth hacking Email Marketing importance-How to write effective mails Email Strategy Creation Email Marketing Tool Email reporting & analysis Live-Tools Walkthrough:Mail chimp & Hubspot Hubspot-Email marketing certification	2
12	Module 12	Creative Design- Learn Illustrator and after effects from scratch Introduction to illustator After effects overview Live-Tools Walkthrough: Illustrator, Aftereffects	3
13	Module 13	Learn incredible copywriting and content writing skills What is copywriting- AIDA formula	2

		Call to action and copywriting	
		Google keyword planner overview	
		Introduction to technical contentwriting	
14	Module 14	Affiliate Marketing- How to make money while you sleep	3
		Introduction to affiliate marketing	
		Affiliate Marketing Platforms	
		Types of affiliate marketing	
		Setting up affiliate marketing program	
15	Module 15	Video Marketing for Business- Ultimate guide to success	4
		Video marketing startegy	
		Types of videos	
		Script of explainer videos	
		Video creating startegy,Importants of video marketing	
		Explainer video importance & script	
		YouTube channel creation and marketing	
		YouTube channel best practices	
		YouTube marketing	
16	Module 16	Introduction to Inboundmarketing- Strategies , Best practices, Tools	3
		Inbound Marketing Fundamentals	
		Understanding Social Media Promotion	
		Understanding Conversion Strategy	
		Aligning Your Marketing With Sales	
		Inbound Marketing certification-Hubspot	
17	Module 17	Fundamental of Content strategy- Be Content king	2
		Plan and create your content	
		Google Keyword planner overview	
		Technical content writing Introduction	
		Distribute content	
		Optimize landingpage with content	
18	Module 18	Be a pro visual editor and UI/UX master	5
		Introduction to Premier	
		Introduction to Fitma (UI/UX design)	
19	Module 19	Comprehensive Facebook marketing module	3
		Facebook Account	

		Page creation optimization	
		Understand facebook tools	
		Facebook boost post	
		Get pagelikes	
		Facebook live	
		Facebook insights	
20	Module 20	The complete Instagram marketing course	2
		Instagram account	
		Business account	
		Instagram page followers	
		Boost post IG	
		Instagram ad content	
		Instagram Insight	
21	Module 21	Build Your Personal Brand on LinkedIn	3
		LinkedIn Account & Optimization	
		LinkedIn connections hack	
		LinkedIn Company page	
		LinkedIn Blog Traffic	
		LinkedIn ad content	
		LinkedIn Insight	
		Live-Tools Walkthrough: LinkedIn Ads	
22	Module 22	Other Social media marketing -Fundamentals	4
		Twitter Marketing	
		Pinterest Marketing	
		Quora Marketing	
23	Module 23	Introduction to mini MBA	5
		Art & Science of Management	
		Marketing Management & Communication	
		Traditional vs. Digital Marketing	
		Online businesses	
		Components of a Digital Marketing Ecosystem	
		Digital marketing Training and certifications	2
		Digital Garage: Fundamentals of Digital Marketing	
		Certification-Google	
		Hubspot-Inbound Marketing	

		Internship Program	
		Internship Program	
		22 + 01 Optional certification	