



Academy of **Digital Education**

Boost Your Career With **ADVANCED DIGITAL MARKETING & GRAPHIC DESIGNING COURSE**





Brochure of COURSE

DIGITAL MARKETING COURSE

ADVANCE DIGITAL MARKETING COURSE

WITH CERTIFICATE – 3 MONTH.

COURSE DURATION: 3 MONTH

FEATURES OF COURSE

- 3 MONTHS LEARNING
- PRACTICE ASSIGNMENT
- RESUME & INTERVIEW TRAINING
- DEDICATED Q & A SUPPORT
- 1-ON-1 MENTORING SESSIONS

DIPLOMA IN DIGITAL MARKETING

WITH CERTIFICATE – 6 MONTH

(PRACTICE SESSION + CASE STUDIES + LIVE PROJECT + INTERNSHIP + 100% PLACEMENT ASSURED)

COURSE DURATION: 6 MONTH

FEATURES OF COURSE

- 3 MONTH LEARNING
- 3 MONTH INTERNSHIP
- LIVE PROJECTS
- 100% PLACEMENT ASISTANCE
- INDUSTRY RELEVANT SKILLS
- RESUME & INTERVIEW TRAINING
- Q & A SUPPORT & HELP
- LIFETIME LMS ACCESS
- 1-ON-1 MENTORING SESSIONS

PRO MARKETER DIGITAL PROGRAM

COURSE DURATION: 6 MONTH

(NEW LAPTOP +REFURBISHED LAPTOP + THEORETICAL CLASS + PRACTICE SESSION + LIVE PROJECTS + INTERNSHIP)

FEATURES OF COURSE

- NEW LAPTOP (DELL, LENOVO, HP)
- LIFETIME LMS ACCESS
- 1-ON-1 MENTORING SESSIONS
- LIVE PROJECTS
- 100% PLACEMENT ASSISTANCE
- RESUME & INTERVIEW TRAINING
- Q & A SUPPORT & HELP
- INDUSTRY-RELEVANT SKILLS





GRAPHIC DESIGNING COURSE

ADVANCE GRAPHIC DESIGNING COURSE
WITH CERTIFICATE – 3 MONTH.
COURSE DURATION: 3 MONTH

FEATURES OF COURSE

- 3 MONTH LEARNING
- PRACTICE ASSIGNMENT
- RESUME & INTERVIEW TRAINING
- DEDICATED Q & A SUPPORT
- 1-ON-1 MENTORING SESSIONS

DIPLOMA IN GRAPHIC DESIGNING
WITH CERTIFICATE – 6 MONTH
(PRACTICE SESSION + CASE STUDIES + LIVE PROJECT +
INTERNSHIP + 100% PLACEMENT ASSURED)

COURSE DURATION: 6 MONTH

FEATURES OF COURSE

- 3 MONTH LEARNING
- 3 MONTH INTERNSHIP
- LIVE PROJECTS
- 100% PLACEMENT ASISTANCE
- INDUSTRY RELEVANT SKILLS
- RESUME & INTERVIEW TRAINING
- Q & A SUPPORT & HELP
- LIFETIME LMS ACCESS
- 1-ON-1 MENTORING SESSIONS



READY TO UPSKILL & UPGRADE YOUR CAREER?

**OUR DYNAMIC
FACULTIES**





FULL STACK DEVELOPMENT COURSE

FRONTEND DEVELOPMENT COURSE

COURSE DURATION: 3 MONTH

FEATURES OF COURSE

- LANGUAGES (HTML, JAVASCRIPT, CSS)
- 1 MONTH THEORY CLASSES
- 1 MONTH PRACTICAL CLASSES
- 1-ON-1 MENTORING SESSIONS

DIPLOMA IN FULLSTACK COURSE

COURSE DURATION: 6 MONTH

FEATURES OF COURSE

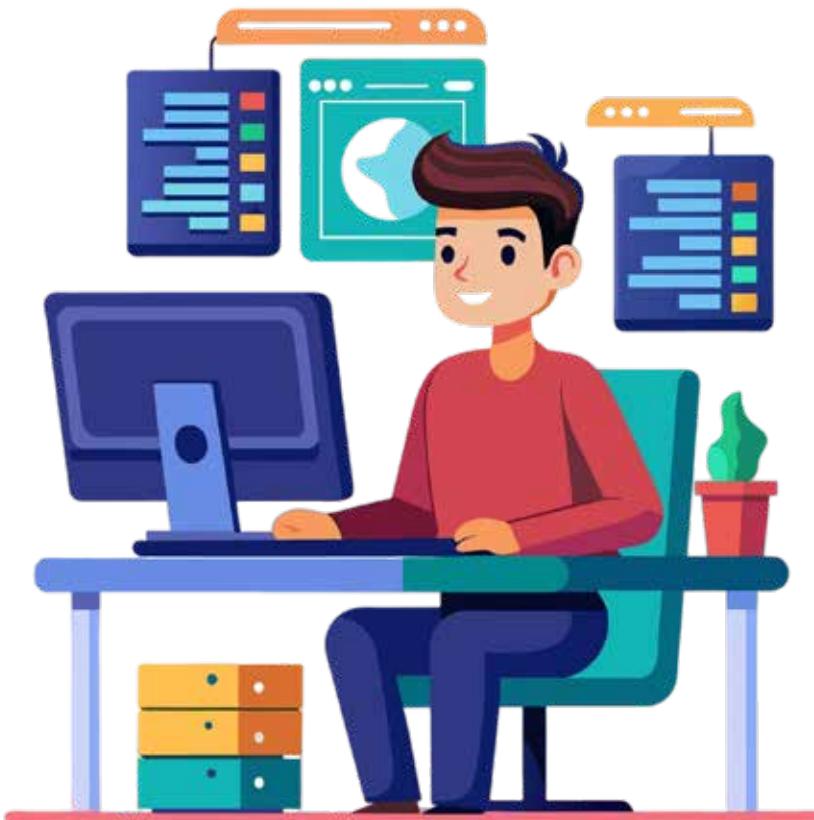
- FRONTEND + BACKEND
- THEORY + PRACTICAL CLASSES
- 1-ON-1 MENTORING SESSIONS
- LIVE PROJECTS
- 100% PLACEMENT ASISTANCE
- RESUME & INTERVIEW TRAINING
- DEDICATED Q & A SUPPORT & HELP
- 2 MONTH INTERNSHIP

BACKEND DEVELOPMENT COURSE

COURSE DURATION: 3 MONTH

FEATURES OF COURSE

- LANGUAGES (PHP)
- 1 MONTH THEORY CLASSES
- 1 MONTH PRACTICAL CLASSES
- 1-ON-1 MENTORING SESSIONS



DIGITAL MARKETING MODULES

WORDPRESS

MODULE
01

INTRODUCTION TO WORDPRESS

EXPLAIN WHAT WORDPRESS IS AND ITS SIGNIFICANCE. DISCUSS THE DIFFERENCE BETWEEN WORDPRESS.COM AND WORDPRESS.ORG. INTRODUCE THE WORDPRESS DASHBOARD AND ITS BASIC COMPONENTS.

MODULE
02

SETTING UP WORDPRESS

GUIDE STUDENTS THROUGH THE PROCESS OF INSTALLING WORDPRESS. EXPLAIN HOW TO CHOOSE A HOSTING PROVIDER AND DOMAIN NAME.

MODULE
03

WORDPRESS BASICS

COVER ESSENTIAL CONCEPTS LIKE POSTS, PAGES, AND MEDIA. TEACH HOW TO CREATE AND MANAGE CONTENT EFFECTIVELY.

MODULE
04

THEMES AND CUSTOMIZATION

INTRODUCE WORDPRESS THEMES AND THEIR IMPORTANCE. DEMONSTRATE CUSTOMIZATION OPTIONS LIKE WIDGETS, MENUS, AND HEADERS

MODULE
01

SEO FRIENDLY WEBSITE STRUCTURE

WHAT IS KEYWORD? TYPES OF KEYWORDS, LSI KEYWORDS
TOOLS FOR KEYWORD RESEARCH
KEYWORD MATCH TYPE [BM, BMM, EM]

MODULE
02

WEBSITE DESIGN AND LAYOUT

TEACH ABOUT WEBSITE LAYOUT AND DESIGN PRINCIPLES. DISCUSS THE IMPORTANCE OF USER EXPERIENCE (UX) AND ACCESSIBILITY. PROVIDE TIPS FOR CREATING A VISUALLY APPEALING AND USER-FRIENDLY WEBSITE

MODULE
06

SECURITY AND MAINTENANCE

HIGHLIGHT THE IMPORTANCE OF WEBSITE SECURITY. PROVIDE TIPS FOR SECURING WORDPRESS INSTALLATIONS.

MODULE
07

SEO AND SITE OPTIMIZATION

INTRODUCE BASIC SEO CONCEPTS AND TECHNIQUES. EXPLAIN HOW TO OPTIMIZE CONTENT FOR SEARCH ENGINES. DISCUSS PERFORMANCE OPTIMIZATION AND SPEED ENHANCEMENTS.

MODULE
08

PLUGINS AND FUNCTIONALITY

DISCUSS THE ROLE OF PLUGINS IN EXTENDING WORDPRESS FUNCTIONALITY. EXPLAIN HOW TO INSTALL, ACTIVATE, AND CONFIGURE PLUGINS.

SEARCH ENGINE OPTIMIZATION

MODULE
01

SEO FRIENDLY WEBSITE STRUCTURE

WHAT IS KEYWORD? TYPES OF KEYWORDS, LSI KEYWORDS
TOOLS FOR KEYWORD RESEARCH
KEYWORD MATCH TYPE [BM, BMM, EM]

MODULE
02

ON-PAGE OPTIMIZATION

WEBSITE STRUCTURE
KEYWORD RICH CONTENT
H1, IMAGE ALT, BOLD, INTERNAL LINKING
META TAGS (TITLE, DESCRIPTION, KEYWORDS)
SEO FRIENDLY URL
SEO TOOLS

MODULE
03

SEO INTRODUCTION

EVOLUTION & GROWTH OF SEARCH ENGINES
HOW SEARCH ENGINE WORKS (GOOGLE)
BASICS OF SEO
SEO RANKING FACTORS (FIRST PAGE RANKING HACK)
CRAWLING, ROBOTS, SPIDER
GOOGLE INDEXING.
GOOGLE ALGORITHMS SERP, SEARCH
ENGINE PROCESS

MODULE
04

TECHNICAL SEO

WEBSITE SPEED OPTIMIZATION
AMP PAGES AND MOBILE OPTIMIZATION
STRUCTURED DATA AND RICH SNIPPETS SSL
(SECURED SOCKET LAYER)
301,302
REDIRECTIONS
HTACCESS FILE
BROKEN LINKS
CANONICALIZATION
ROBOTS FILE
SITEMAPS XML, HTML, IMAGE, VIDEO LOADING SPEED

MODULE
05

OFF-PAGE OPTIMIZATION

DIRECTORY SUBMISSION
SOCIAL BOOKMARKING
CLASSIFIED SUBMISSION
BLOG COMMENTING, FORUM POSTING
NICHE BACKLINKING
ARTICLE SUBMISSION
GUEST POSTING
PRESS RELEASE DISTRIBUTION
LOCAL LISTING
VIDEO SUBMISSION
IMAGE SUBMISSION

MODULE
06

SEO AUDIT

ON-PAGE & OFF-PAGE AUDIT STRATEGY
SEO AUDIT TOOLS
AUDIT REPORT
BACKLINK AUDIT

MODULE
07

GOOGLE UPDATES

GOOGLE PANDA
GOOGLE PENGUIN
HUMMINGBIRD, FRED, MOBILEGIDON
GOOGLE ALGORITHMS UPDATES

MODULE
08

GOOGLE MAPS & LOCAL SEO

LISTING CREATION
VERIFICATION
RANK FACTOR
LOCAL SEO

SOCIAL MEDIA OPTIMISATION

ACCOUNT CREATION
PAGE CREATION
CALENDAR CREATION
REEL CREATION
COMPETITOR ANALYSIS

SOCIAL MEDIA MARKETING

MODULE
01

CREATING A FACEBOOK MARKETING STRATEGY

LEVERAGING FACEBOOK INSIGHTS
FACEBOOK BRAND PAGE CONTENT BEST PRACTICES
FACEBOOK TARGETING OPTIONS
INTEREST-BASED TARGETING
CUSTOM-BASED TARGETING
UNDERSTANDING FACEBOOK AD STRUCTURE
PAYMENT MODELS
BEST PRACTICES FOR AD CONTENT
FACEBOOK ANALYTICS
FACEBOOK PAGE MANAGEMENT

MODULE
02

INSTAGRAM MARKETING

UNDERSTANDING INSTAGRAM BUILD BRAND FOLLOWING WITH CONTENT STRATEGY
HOW TO DRIVING ENGAGEMENT OPTIMIZING PROFILE AND BEST PRACTICES INFLUENCER
MARKETING ON INSTAGRAM ANALYTICS & MEASUREMENT INSTAGRAM MARKETING
TOOL AND ADS

MODULE
03

COMPLETE DETAILS OF ADVERTISING GOALS

SALE
GENERATE LEADS

WARE BRAND AND PRODUCT

APP PROMOTION

ENGAGE PEOPLE ONTO YOUR BUSINESS

GATHER TRAFFIC ON YOUR WEBSITE AND

BUSINESS

RUN AD FOR WEBSITE ON GOOGLE

MODULE
04

CAMPAIGN TYPES

GOOGLE ADS

SEARCH CAMPAIGN

PERFORMANCE CAMPAIGN

DISPLAY CAMPAIGN

VIDEO CAMPAIGN

SMART CAMPAIGN

DEMAND GEN CAMPAIGN

FACEBOOK ADS

AWARENESS CAMPAIGN

TRAFFIC CAMPAIGN

ENGAGEMENT CAMPAIGN

LEADS CAMPAIGN

APP PROMOTION CAMPAIGN

SALES CAMPAIGN

MODULE
05

BULK WHATSAPP MARKETING

DEFINING NICHE

HOW TO WRITE SEO OPTIMISED CONTENT

UNDERSTANDING USER PERSONA

RIGHT PLACE FOR IMPLEMENTATION OF

CTAS

USE OF PROPER TAGS (H1, H2..)

ATTRACTIVE TITLE AND HEADINGS

ANCHOR TEXTS

MODULE
06

AD SENSE

WHAT IS AD SENSE?

ACCOUNT APPROVAL AND ACCOUNT SETUP

ADSENSE GUIDELINES AND REQUIREMENTS

ADSENSE NICHE RESEARCH

CONTENT AND TRAFFIC STRATEGY



CONTENT WRITING

DEFINING NICHE

HOW TO WRITE SEO-OPTIMISED CONTENT

UNDERSTANDING USER PERSONA RIGHT

PLACE FOR IMPLEMENTATION OF CTAS

USE OF PROPER TAGS (H1, H2..)

ATTRACTIVE TITLE AND HEADINGS ANCHOR

TEXTS

ANCHOR TEXT

FREELANCING

UNDERSTANDING FREELANCING

TOOLS

WHAT ARE FREELANCING PORTALS?

ACCOUNT SETUP AND CREATION

UNDERSTANDING THE PROJECT YOU ARE

BIDDING

DRAFTING THE PROPOSAL

SAMPLE WORK

PAYMENTS

CANVA

HOW TO USE CANVA

TEMPLATE DESIGN

HOW TO CREATE POSTER & VIDEO

FULLSTACK DEVELOPMENT

FRONTEND DEVELOPMENT (HTML, CSS, JAVASCRIPT)

MODULE
01

INTRODUCTION TO WEB DEVELOPMENT

BASICS OF HTML: STRUCTURE, TAGS, AND ELEMENTS
HANDS-ON: CREATING A SIMPLE HTML WEBPAGE

MODULE
04

INTRODUCTION TO JAVASCRIPT

BASICS OF JAVASCRIPT: VARIABLES, DATA TYPES, AND OPERATORS

INTRODUCTION TO DOM MANIPULATION
HANDS-ON: ADDING INTERACTIVITY TO THE WEBPAGE WITH JAVASCRIPT

MODULE
02

STYLING WITH CSS

CSS BOX MODEL AND LAYOUT TECHNIQUES
HANDS-ON: STYLING THE HTML WEBPAGE WITH CSS

MODULE
06

INTERMEDIATE JAVASCRIPT

FUNCTIONS, CONDITIONALS, AND LOOPS IN JAVASCRIPT
HANDLING USER EVENTS
HANDS-ON: IMPLEMENTING INTERACTIVE FEATURES LIKE FORMS AND BUTTONS

MODULE
03

RESPONSIVE WEB DESIGN

PRINCIPLES OF RESPONSIVE WEB DESIGN
HANDS-ON: MAKING THE WEBPAGE RESPONSIVE
USING CSS MEDIA QUERIES

BACKEND DEVELOPMENT (PHP, SQL)

MODULE
01

INTRODUCTION OF PHP

INSTALL PHP AND SET UP A LOCAL DEVELOPMENT ENVIRONMENT (E.G., XAMPP).
CREATE A BASIC DIRECTORY STRUCTURE FOR THE PROJECT

MODULE
03

WORKING WITH DATA

INTRODUCTION TO DATA STORAGE OPTIONS (E.G., DATABASES, FILES).
IMPLEMENT BASIC FILE-BASED STORAGE FOR STORING POSTS.

MODULE
02

HANDLING HTTP REQUESTS

LEARN ABOUT HTTP METHODS (GET, POST, ETC.) AND THE REQUEST-RESPONSE CYCLE.
SET UP A BASIC PHP SCRIPT TO HANDLE HTTP REQUESTS AND RESPONSES.

MODULE
04

RESTFUL API DESIGN

DEFINE ROUTES AND ENDPOINTS FOR CRUD OPERATIONS (CREATE, READ, UPDATE, DELETE) FOR POSTS

MODULE
05

AUTHENTICATION AND AUTHORIZATION

INTRODUCTION TO AUTHENTICATION AND AUTHORIZATION CONCEPTS.
IMPLEMENT BASIC AUTHENTICATION FOR ACCESSING PROTECTED API ENDPOINTS

MODULE
06

ERROR HANDLING AND LOGGING

IMPLEMENT ERROR HANDLING MECHANISMS TO HANDLE ERRORS AND EXCEPTIONS GRACEFULLY.
SET UP LOGGING TO TRACK APPLICATION EVENTS AND ERRORS FOR DEBUGGING PURPOSES.

MODULE
07

DEPLOYMENT AND TESTING

DIRECTORY SUBMISSION
SOCIAL BOOKMARKING
CLASSIFIED SUBMISSION
BLOG COMMENTING, FORUM POSTING
NICHE BACKLINKING
ARTICLE SUBMISSION
GUEST POSTING
PRESS RELEASE DISTRIBUTION
LOCAL LISTING
VIDEO SUBMISSION
IMAGE SUBMISSION

MODULE
08

SECURITY BEST PRACTICES

LEARN ABOUT COMMON SECURITY VULNERABILITIES IN WEB APPLICATIONS (E.G., SQL INJECTION, CROSS-SITE SCRIPTING).

IMPLEMENT SECURITY MEASURES SUCH AS INPUT VALIDATION, PARAMETERIZED QUERIES, AND CSRF PROTECTION.

MODULE
09

FINAL PROJECT PRESENTATION

PRESENT THE FINAL PHP BACKEND PROJECT TO SHOWCASE THE IMPLEMENTATION OF CRUD OPERATIONS, RESTFUL API DESIGN, AUTHENTICATION, AND SECURITY FEATURES.

DISCUSS CHALLENGES FACED AND LESSONS LEARNED DURING THE DEVELOPMENT PROCESS

GRAPHIC DESIGNING

MODULE
01

Photoshop



CREATE ADVERTISING.
RESIZE IMAGES.
CREATE AMAZING TYPOGRAPHY.
CHANGE THE COLOR OR IMAGES.
CLIPPING PATH/BACKGROUND REMOVE/MASKING.
FIX THE COLORS IN PHOTOGRAPHS

MODULE
02

Illustrator



BUSINESS CARD DESIGN
FLYER DESIGN
POSTER/BANNER DESIGN
BROCHURE DESIGN
LOGO DESIGN
CREATE CUSTOM TYPOGRAPHY.

VIDEO EDITING & MOTION GRAPHICS & ANIMATION

MODULE
01

After Effects



BASICS OF AFTER EFFECTS INTERFACE
KEYFRAME ANIMATION
GRAPH EDITOR USAGE
TEXT ANIMATION TECHNIQUES
LOGO & MOTION ANIMATION
SHAPE LAYERS & MODIFIERS
INTRO TO VFX & COMPOSITING
MASKING & TRACKING
LOWER THIRDS & TITLES
YOUTUBE INTRO/OUTRO ANIMATION

MODULE
01

Premiere Pro



BASICS OF VIDEO EDITING
FOOTAGE IMPORT & ORGANIZATION
TIMELINE EDITING (CUT, TRIM, RIPPLE EDIT)
TRANSITIONS & MOTION GRAPHICS
COLOR CORRECTION (LUMETRI PANEL)
AUDIO EDITING & NOISE REDUCTION
EXPORT SETTINGS FOR SOCIAL MEDIA
ADVANCED: SPEED RAMPING, KEYFRAMES, MASKING

IADE CERTIFICATES:

On successful completion of this course, you will be awarded IADE's certificate which will certify you as an expert in Digital Marketing. Our program will also help you prepare for google, facebook and other certifications.



PLACEMENT



NAME - MEGA AHIRWAR
DESIGNATION - GRAPHIC DESIGNER
COMPANY NAME - PYRAMID DREAMS
ADVERTISING



NAME - SURENDRA GUPTA
DESIGNATION - GRAPHIC DESIGNER
COMPANY NAME - BEANGATE IT SOLUTIONS
PVT. LTD



NAME - KIRAN SHAKYA
DESIGNATION - SEO EXECUTIVE
COMPANY NAME - VALITUDE TECHNOLOGIES
INDIA PVT LTD, PUNE



NAME - MRS. SAPNA DHIMOLE
DESIGNATION - GRAPHIC DESIGNER
COMPANY NAME - ARADHYA SIGNAGE

100% PLACEMENT ASSISTANCE

100+ PLACEMENT HOLDER INSTITUTE IN CENTRAL INDIA

LIFE AT IADE

Offsite



Holi Celebration



Certificate Ceremony



Women's Day Celebration



Contact With Us:



+91 8319578939
0755 -3565369



info@theiade.in



Plot No- 52, 2nd Floor,
Near hotel sangat Ragency
MP Nagar-1, Bhopal- 462011

Follow Us On:



theiade.in