

# 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 ASSISTANCE
- ✓ 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 ASSISTANCE
- ✓ 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 ASSISTANCE
- ✓ RESUME & INTERVIEW TRAINING
- ✓ DEDICATED Q & A SUPPORT & HELP
- ✓ 2 MONTH INTERNSHIP

## BACKEND DEVELOPMENT COURSE

**COURSE DURATION: 3 MONTH**

- ✓ 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  
05

### 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  
HI, 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  
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  
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  
03

## COMPLETE DETAILS OF ADVERTISING GOALS

SALE  
GENERATE LEADS  
AWARE BRAND AND PRODUCT  
APP PROMOTION  
ENGAGE PEOPLE ONTO YOU 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  
02

### STYLING WITH CSS

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

MODULE  
03

### RESPONSIVE WEB DESIGN

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

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  
06

### INTERMEDIATE JAVASCRIPT

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

## 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  
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  
05

### AUTHENTICATION AND AUTHORIZATION

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

MODULE  
03

### WORKING WITH DATA

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

MODULE  
04

### RESTFUL API DESIGN

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

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

Ps

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

Ai

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

# VIDEO EDITING & MOTION GRAPHICS & ANIMATION

MODULE  
01

## After Effects

Ae

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

Pr

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 - MEGHA 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 - VALTITUDE 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



## Diwali Celebration



## Holi Celebration



## Certificate Ceremony



## Women's Day Celebration





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