

India's #1 Award Winning Institute

6 Months MBA-Level Program

MASTERS IN DIGITAL MARKETING

With 100% Internship In-House

- MBA-Level Program
- Case Studies
- Agency Style Learning
- 100% Placement
- Data Analysis
- ChatGPT & AI Tools
- 5 Courses In 1
- Freelancing & Startup

Live Online & Classroom Training Available



About PIIDM

PIIDM Was Established With Vision To Educate People With Digital Skills, So That Can Reduce The Gap Between The Skills Provided By Indian Education System And The Skills Required By The Job Industry. We Are Now Transforming Lives By Providing The Right Career Path Helping People Build Their Business.

58,813+

Students Trained

600+

Hiring Companies

51,682+

Placements

11+

Years Of Experience

2470+

Started Freelancing

635+

Started Startup



Vijay Gehlot
Founder & CEO, PIIDM

Program Overview

In Today's Fast-evolving Business Landscape, Digital Marketing Has Become A Cornerstone For Success. Our 6-Months Mba-level Program - Masters In Digital Marketing Is Designed To Equip You With A Comprehensive Skill Set, Industry Knowledge, And Hands-on Experience, Ensuring You're Well-Prepared To Excel In The Digital Marketing Sphere.

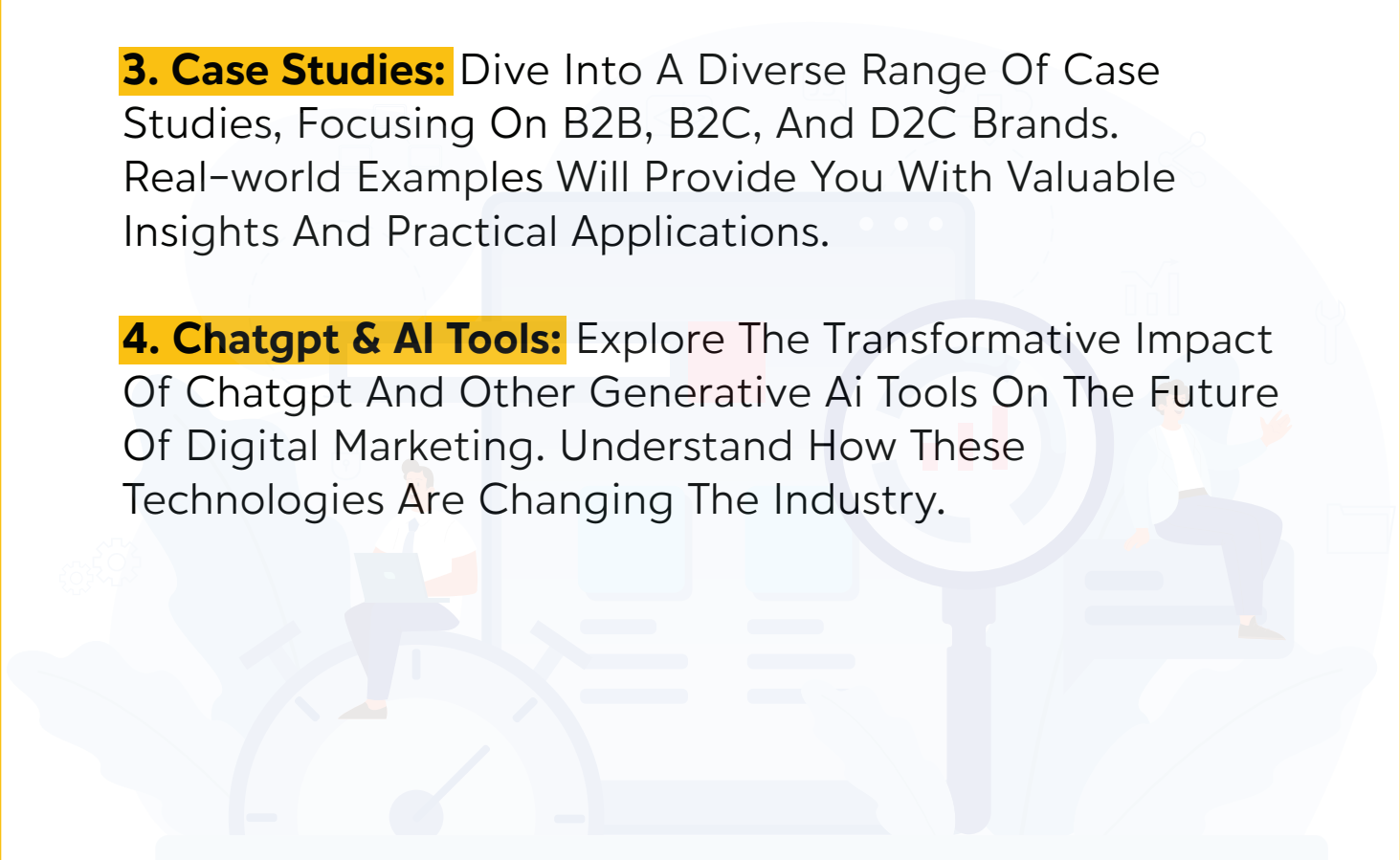
Key Highlights:

1. MBA-Level Program: This Program Offers An Advanced Curriculum That Delves Into The Core Concepts Of Digital Marketing. You'll Gain In-depth Knowledge Of Business Strategy Tailored To Various Industries.

2. Data Analysis & Decision Making: Learn How To Harness The Power Of Data-driven Marketing. We Empower You To Make Informed Decisions For Your Business By Analyzing And Interpreting Data Effectively.

3. Case Studies: Dive Into A Diverse Range Of Case Studies, Focusing On B2B, B2C, And D2C Brands. Real-world Examples Will Provide You With Valuable Insights And Practical Applications.

4. Chatgpt & AI Tools: Explore The Transformative Impact Of Chatgpt And Other Generative Ai Tools On The Future Of Digital Marketing. Understand How These Technologies Are Changing The Industry.



Program Overview

5. Agency Style Learning: Gain Hands-on Experience By Working On Real-world Projects During A 6-month Internship With Our In-house Team. This Practical Exposure Will Allow You To Apply Your Knowledge In A Professional Setting.

6. 5 Courses In 1 Program: Our Program Encompasses Comprehensive Learning In Five Key Domains: Content Creation & Marketing, Social Media Marketing, Google Ads, SEO, And Website Designing. This Well-Rounded Approach Ensures You're Proficient In All Aspects Of Digital Marketing.

7. 100% Placement Assistance: Our Dedicated HR Team Will Support You Through Your Journey, From Skill Development And Soft Skill Training To Interview Preparation And CV Building. We're Committed To Helping You Secure High-paying Job Opportunities.

8. Freelancing & Agency Startup: Learn The Art Of Client Acquisition, Quotation Preparation, And Client Retention. We'll Equip You With The Skills Needed To Start Your Freelancing Career Or Launch Your Own Digital Marketing Agency.

By Enrolling In The Masters In Digital Marketing Program, You're Not Just Gaining A Qualification; You're Embarking On A Transformative Journey That Will Open Doors To A World Of Possibilities In The Digital Marketing Landscape. Whether You Aspire To Work For A Renowned Firm, Become A Successful Freelancer, Or Launch Your Agency, This Program Provides The Knowledge, Experience, And Support To Achieve Your Goals.

Why Us?

• End To End Skill Development

• Interview Preparation

• Mock Test

• 15+ Certification

• 6 Months Internship Letter

• 100% Placement Assistance

• 600+ Placement Companies

• Agency Style Learning

• Study Material (LMS)

• 50+ Live Projects Assignments

• SoftSkill Training

• CV Building

• 50+ Modules

• 10+ Years Of Experience Trainer

• Get LOR Letter

• 10x More Practical Training

• Freelancing & Startup Guidance

• Daily Classroom Recording

• 5+ Capstone Projects

• Payment (Installment Available)



Opportunity

Job Discription	No. Of Jobs Available					Average salary (Per Annum)
	Naukri	Times Job	Career Jet	Freshers	Click India	
Digital Marketing	18686	21170	12386	9815	14506	2L-6.5L
Social Media Marketing	15345	22506	8974	2969	8148	2L-7L
Content Marketing	10799	58834	14797	5346	5095	2L-8L
SEO	12368	5787	6654	2578	4678	2L-6L
SEM	10068	21909	2425	2578	2922	2L-7L
Email Marketing	5570	25633	50223	1458	1100	2L-5.5L
Digital Analyst	5835	23264	5599	1774	4415	2L-5L

Average Package For **DiGiTAL** Marketers



Social Media Fresher
(0-1 Year Ex.)



2 - 4 Lakhs
(Per Annum)

Social Media Specialist
(4-6 Year Ex.)



4 - 6 Lakhs
(Per Annum)

Social Media Team Lead
(4-6 Year Ex.)



6 - 8 Lakhs
(Per Annum)

Social Media Manager
(4-8 Year Ex.)



8 - 10 Lakhs
(Per Annum)

Digital Marketing Manager
(8-10 Year Ex.)



10 - 12 Lakhs
(Per Annum)

Digital Marketing Head
(10-12 Year Ex.)



12 - 20 Lakhs
(Per Annum)

Digital Marketing Director
(12-15 Year Ex.)



20 - 25 Lakhs
(Per Annum)

Head Of Marketing
(15+ Year Ex.)



25 - 40 Lakhs
(Per Annum)

Our Curriculum

Course

1

Content Creation & Marketing

📁 15 Modules

- Graphic Creation • Video Creation • Reels Creation
- Content Marketing • Copy Writing & Adcopy
- Social Media Calendar • Influencer Marketing
- Facebook Optimization • Instagram Optimization
- LinkedIn Optimization • Youtube Optimization
- Social Media Automation • Blogging • Adsense
- Affiliate Marketing

Course

2

Social Media Marketing

📁 6 Modules

- Leads & Traffic Generation • Landing Page Optimization
- Facebook & Instagram Marketing • LinkedIn Marketing
- Re-Marketing & Conversion • Campaign Reporting New

Course

3

Google Ads

📁 8 Modules

- Search Engine Marketing • Online Display Marketing
- E-Commerce Marketing • Youtube Marketing
- Mobile App Marketing • Discovery Ads
- Performance Marketing • Keyword Research

Our Curriculum

Course

Search Engine Optimization (SEO)

👤 14 Modules

4

- Search Engine Fundamental • Introduction To SEO
- On Page SEO • Off Page SEO • Technical SEO • Local SEO
- Google Algorithm • SEO Techniques • SEO Audit
- Competitor Analysis • Content Keyword Mapping
- Website Link Building • Google Search Console
- E-Commerce SEO New

Course

Website Designing & Creation

👤 4 Modules

5

- Blog Creation • Business Website Creation
- E-Commerce Creation • Google Analytics

Project

Final Capstone Projects & Placement Preparation

👤 5 Modules

Final

- End To End Skill Development • SoftSkill Training New
- Interview Preparation • CV Building
- Mock Test

Module

Extra Marketing Knowledge

👤 10 Modules

Bonus

- Email Marketing • Whatsapp Marketing
- Digital Case Studies New • ChatGPT & AI Tools
- Freelancing • Sales Funnel New • Google Tag Manager New
- Pabbly (Automation) New • CRM Mastery New
- Looker Studio New

Tools You Will Master



Placements

PIIDM is associated with 600+ placement partners across cities. Some of them are:



Students Life & Certification



Students Life & Certification



What Our Student Have To Say



Omkar Bangar

★★★★★

Completed my Digital marketing course from PIIDM. The course and teachers are best with the knowledge. Classrooms are joyful and Vijay sir is best in making concept understand. If you want to go for digital marketing course then go for PIIDM only!!



Kalyani Bansod

★★★★★

I just completed my digital marketing course, it was a wonderful experience. Vijay Sir, Shreya Ma'am, Aishwarya and other staff members were too helpful and friendly. Thank you sir!



Apeksha Jain

★★★★★

Overall my experience was good with Piidm, their teaching methods are practical and easy to understand. The best part is that they also take tests and mock interview to test how much we have understood.. If you want to learn Digital Marketing then I would definitely recommend PIIDM.



Pranav Naik

★★★★★

BEST TEACHING IN SIMPLE MANNER, GOOD TRAINING BY TRAINER KIRTI MAM EASY EXPLANATION OF EACH DIGITAL MARKETING CONCEPT, HIGHLY RECOMMENDED FOR EASY LEARNING OF DIGITAL MARKETING

What Our Student Have To Say



Aman Amar Nani



Best class for digital marketing in pune i Just completed my course in this month and my experience it was great thank you Vijay sir and piidm.



Siddhi Zanwar



I recently completed my Digital Marketing Course from PIIDM.I had the best experience here.Special Thanks To Vijay Sir he is very knowledgeable and his classes were very engaging and interactive.100% practical training loved the teaching methods.



Namratha Anand



Thank you PIIDM. the way of teaching is one of the best I have ever seen, and the knowledge is beyond limits. I recommended this institute for those who want to know about digital marketing, Vijay Sir is an excellent tutor, very helpful - supportive



Sandeep Kaur



This course was really amazing and worth it!! The way sir taught was really understandable!! Honestly this course was really great!! Thanks to Vijay Gehlot Sir.

What Our Student Have To Say



Janhavi Kesar

★★★★★

I learned the digital marketing course from PIIDM. It was a wonderful experience and I learned a lot from here. Vijay Sir and Shreya Ma'am taught us well and we completed the course with a great deal of knowledge and confidence.



Rutuja S. Patwardhan

★★★★★

I have just completed my Course at piidm. I can definitely say it's the best institute to learn digital marketing . Vijay Sir was very helpful he cleared all our concepts . My confidence level has increased after completing all the practical projects given by them.



Sahil Joshi

★★★★★

Just completed my course at PIIDM! I was honestly a great experience learning digital marketing from PIIDM. Also, Vijay Sir & all other staff are very cooperative. Enjoyed alot!!



Atharva Kotnis

★★★★★

PIIDM is the best digital marketing institute, I had a wonderful experience here. Vijay is an excellent tutor ,very helpful and supportive. Thank you sir for your motivation and because of you i highly recommend PIIDM

**The World Is
Going Digital,
When Will You?**

Enroll Now



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