

# Overview

"In this module, you will be introduced to digital marketing from the very beginning. Keeping in mind the diverse background of students, courses equip students right from the basics of digital marketing. Following are some important topics covered here: What is digital marketing? Importance of digital marketing Difference between traditional and digital marketing Discuss the recent trends and current scenario of the industry How digital marketing has been a tool of success for companies? How to use digital marketing to increase sales How to conduct a competitive analysis? Case studies on digital marketing strategies"

## Outlines

- **Marketing and its impact on the company**
- **basic variables**
- **Marketing Plan**
- **Marketing strategic**
- **management sources of innovation**



- **Marketing Tools**
- **sources of innovation**
- Current trends in marketing**
  - **Marketing strategy and communication with customers**



- **Digital Marketing**
- **Google ADS**
- **SEO**



# Marketing Management



## WHY CHOOSE US?

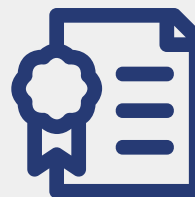
We encourage and value partnerships with other higher education institutions, organizations and agencies to provide high-quality, comprehensive and competitive lifelong learning opportunities and to share best practices.



**DURATION**  
**2 MONTHS**



**LEARNING SYSTEM**  
**Blended Learning system**  
**( recorded - online )**



**CERTIFICATE**  
**Marketing Management**  
**Diploma**

ABOUT US

## WHO WE ARE

Line Management Solutions provides Courses for employees to Learn How to Improve Your Management Skills. Executive education training programs can be an excellent way to develop or sharpen your managerial skills. There are plenty of upsides, such as the duration of the course when compared to MBA programs.



## OUR SERVICE

- MBA Accreditations
- DBA Accreditations
- Diplomas & Consultations
- Training & Courses
- Outsourcing & Offshoring



## CONTACT US



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