



Hiranandani
Institute of Learning

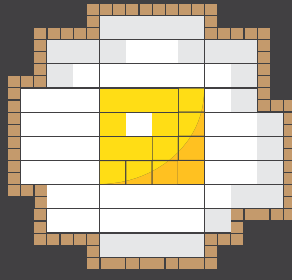
THE
DIGITAL
brunch

7 Weeks Advance
Digital Marketing Course

POWERED BY

the brown
scooter





The world is online; engaging others with data, statistics, innovation, technology and content in various creative formats. But what really lacks in this era of digitisation is understanding the potential of Digital Marketing. Marketers lack the zest to explore new possibilities and follow the text book methods and entrepreneurs underestimate the power of Digital Marketing to elevate their business to the next level, with their audience online.

That's where The Digital Brunch, a certificate course, plays an important role in nurturing and preparing professionals and entrepreneurs and make them digital ready via curated modules from top notch industry experts.

REASONS TO JOIN THE DIGITAL BRUNCH:

- A certificate course from The Brown Scooter
- 16 to 32 hours of intense and curated lectures from industry professionals and experts. This is spread across one month.
- 100% placement assistance via assignment based projects from top companies in the city.
- Morning weekend batches.
- Basic and Advance Course learning. Opting for the Advance Course teaches you basic and advance modules.
- Network with your faculty/industry experts over a Brunch every class.

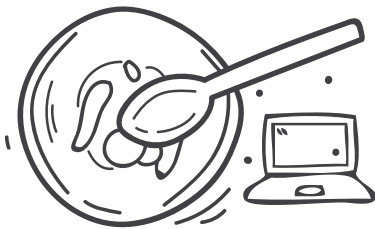


APERITIF

also popularly known as appetisers

The Digital Brunch offers a perfect beginning to an extensive course to enrich the basic appetite of understanding the ever evolving Digital Marketing industry. The aperitif module consist of 8 modules which gets you indulged in the nitty-gritties of various digital platforms, setting up a perfect platter before moving on to the Entrée’.

CHEF'S SPECIAL APERITIF:



INTRODUCTION TO DIGITAL LANDSCAPE:

The module provides students with a comprehensive overview of what digital marketing is, key concepts and more.

INTRODUCTION TO SOCIAL MEDIA MARKETING:

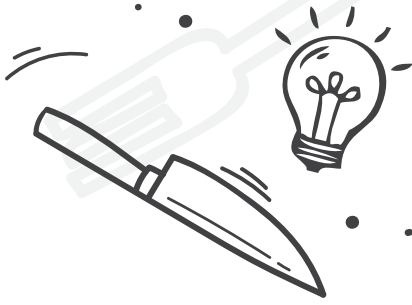
The module provides students with answers to questions on social media platforms and how to use them. You'll learn about social media campaigns and recent trends.



INTRODUCTION TO SEARCH ENGINE OPTIMISATION:

The module will provide answer to the universal question – ‘How to get my website on best Google Page rankings?’. You will learn how to optimize website content for the best possible search engine ranking with the help of image tagging, meta tagging and optimising content to generate better results.





INTRODUCTION TO DESIGN:

This module provides introduction to various formats of design as per the different platforms under digital media. From using the right tool to understanding of placement, the module will help you get started.

INTRODUCTION TO BLOGGING AND CONTENT MARKETING:

In this module, learn how to market your content using the right platform to the right audience. What are the benefits of blogging for your campaign?, Are blogs a great way to market a product?; find your answers under this module.



INTRODUCTION TO ANALYTICS:

How to use data and numbers in Marketing? Learn about measurement tools under this module to grow your business through intelligent data collection and analysis

And many more...



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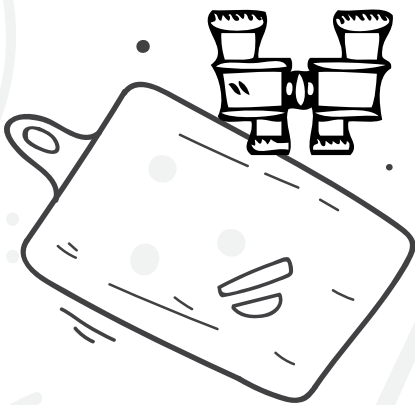


ENTREE

also popularly known as Main Course

Post satiating the basic appetite of Digital Marketing, The Digital Brunch focuses on an intense course of data-rich content, industry hacks, situational case studies and much more specially prepared by experts from the industry. Whether you are an Entrepreneur, a student or want to make it big in the digital marketing industry, the brunch will guide you through digital media knowledge, campaigns, how to acquire, engage users and create meaningful conversations. The Entrée consist of 8 modules which will indulge you in the detailed enhancement of Digital Marketing skills, setting up the table for a perfect career in the advertising world.

CHEF'S SPECIAL ENTREE:

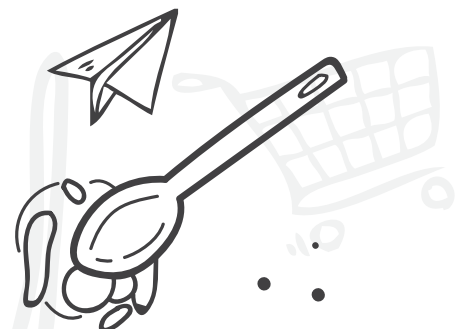


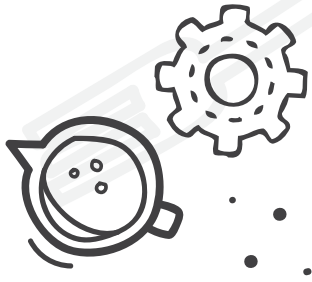
LEAD GENERATION FOR START-UPS AND EVOLVING COMPANIES:

This module focuses on how your business could generate more leads, more traffic to your website, generate sales and fulfil other business objectives, using Digital Marketing tools and various other methodologies.

AFFILIATE MARKETING:

This module will delve into the dynamics of digital marketing in terms of affiliate. You will learn the benefits of Affiliate marketing and how it works in the online space.



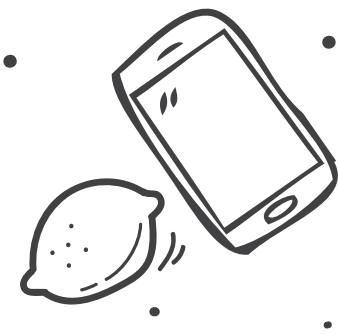
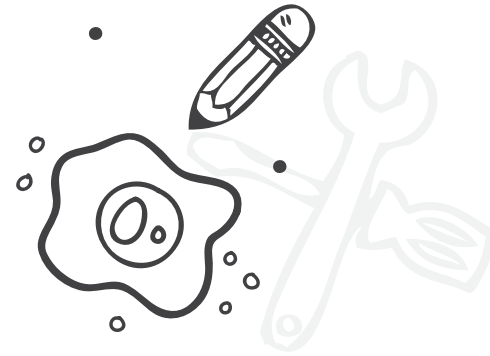


THE IMPORTANCE OF DATA ANALYTICS:

Data is the foundation of Digital Marketing. Through this module, you will learn how to organise, analyse and use data in the online space for your brand.

IMPORTANCE OF DESIGN AND CONTENT:

One of the most important element of social media is using the right content and design in order to stand out. This module will help you learn how to use the content and design correctly with the help of right tools.



MOBILE MARKETING:

The module will cover knowledge and strategy on mobile marketing, app downloading, monetization, best practices for mobile campaigns, etc.

And many more...

DESSERTS

everyone's favourite part of the course

Post the completion of the course - The Digital Brunch, offers professionals with assignment based placement opportunities. Our network with the best agencies in the city extends to offer assignments to all our professionals who complete the advance course.



BRUNCH FEES & INFO

7 week Advance Brunch course:

- - 48 hours training
- - 7 Saturdays & 7 Sundays
- - 16 Modules of Digital Marketing
- - Google Adword Certification and HIL & The Digital Brunch Certification
- - Includes compulsory examination
- - Fees: 40,000 all inclusive of GST
- - 3 & 6 months EMI option available
- - 100% Internship/Placement Assistance*





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CONTACT & PAYMENT DETAILS

Payment by NEFT/Cheque only

Note: Full payment needs to be made in advance before the classes start.
Cheque should be issued in the name of The Brown Scooter.

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(Co-founder of The Brown Scooter)

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thedigitalbrunch@gmail.com