

March 26, 2022

Press Release

Jamia Launches a 3 month online course on Online Digital Marketing

Centre for Innovation and Entrepreneurship (CIE), Jamia Millia Islamia, New Delhi is going to start an **Online Digital Marketing Course** for Professionals/Job Seekers/School Dropouts/university students.

Digital marketing is now an integral part of business, whether big or small, and more so with the global economy shifting towards e-commerce and the internet permeating almost every aspect of our daily lives.

But what exactly is digital marketing? Digital marketing refers to any marketing that uses digital technology, such as social media, online advertising, mobile devices, websites, blogs, email and more.

The Program Highlights are:

- Digital Marketing Overview
- Lead Generation
- Search Engine Optimization
- Blogging & Content Marketing
- Online Ads & AdWords
- Social Media Marketing
- YouTube & AdSense
- Google & Web Analytics
- E-mail Marketing

Who can join the course:

Professionals, Entrepreneurs, University Students, Job Seekers and School Dropouts

Duration: 3 months

Mode: Online

Timings: Evening

Fee Structure

INR 5,000/- for three months

For any enquiries, please contact us @

+91-11-26981717

extn. 2590 & 2591

or write to us at

cie@jmi.ac.in

CIE has also developed an understanding with “Job Hai” a venture Naukri Group venture, to provide placement support to enrolled students.

Registration will start from 26th March, 2022

Commencement of Class 15th April, 2022

Public Relations Office
Jamia Millia Islamia