



**SOPHIA GIRLS' COLLEGE, AJMER**  
**AUTONOMOUS**  
 RE-ACCREDITED 'A' GRADE BY NAAC(UGC)  
 AFFILIATED TO THE MAHARSHI DAYANAND SARASWATI UNIVERSITY, AJMER



## **FEES STRUCTURE: DIGITAL MARKETING**

Particulars	Amount for Sophia College Students	When to Pay?
<b>Training &amp; Support Fees</b> (Includes a certificate from ISDC on the basis of internal examination)	<b>To be paid to the college ₹ 50000/-</b>	
	<b>₹ 25,000/-</b>	<b>At the time of admission</b>
	<b>₹ 25,000/-</b>	<b>10<sup>th</sup> December 2022</b>
<b>Registration, Subscription &amp; Certification Fee (one-time for DMI Membership)</b>  Optional only if student requires a certificate from DMI, Ireland.  To get this certificate a student has to write an external DMI Examination	<b>250 Euro or ₹ 25,000/-</b>  <b>To be paid to ISDC directly by the student (only if opted)</b>	
<b>Total</b>	<b>₹ 75,000/-</b>	

**Achieve International Qualification in less than One Lakh Rupees**



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## **Key Highlights:**

The Digital Marketing Institute's Certification Framework describes what a professional should know, understand and be able to do on the basis of a given certification level. A framework also demonstrates how learners can progress through higher levels of certification within a framework. Universities, colleges, training companies and employers in over 90 countries now implement certifications from the Digital Marketing Institute's Certification Framework.

The Framework operates internationally and importantly also provides a basis for professional certifications within the Digital Sales & Marketing Industry. It allows students, educators and employers to easily understand a professional's competency and assists in portability between countries or employers. The world's leading digital brands and agencies review and approve its syllabus ensuring that it is cutting-edge, relevant and technically accurate

The Digital Marketing Institute Certification Framework provides a system around which the key stakeholders can gather – Students, Professionals, Educators and Employers. It allows all groups to understand the certification standards, the skills and competencies and modes of assessment and furthermore it relates these certifications to industry-specific roles and jobs. The certification is the currency that flows between these key stakeholder groups. By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up-to-date digital skills, core competencies and knowledge needed to thrive in their digital careers.



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Seat Of Wisdom



International Skill Development Corporation  
Skills for Tomorrow

The Industry Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our courses are developed in alignment with the digital economy's most in-demand digital needs and skill sets

### **Partial List of Job Roles:**

- Marketing Executives, Managers, Senior Management
- IT Managers
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization •  
Anyone looking to pursue a career in digital marketing

**Accelerate Your Career & Prepare To Be Different**