

Digital Marketing course at Sophia Girls' College, Ajmer (Autonomous) is an undergraduate or post graduate course programme and has been designed in collaboration with Digital Marketing Ireland and International Skill Development Corporation (ISDC), UK.

Digital Marketing course at Sophia Girls College, Ajmer is a Value Added Course which can be pursued by any stream Arts, Commerce & Science which will be open to all. Hence the students get a unique opportunity to pursue DMI qualification in tandem with their undergraduate or post graduate course.

The Digital Marketing Institute (DMI) is the global certification standard in digital marketing and digital selling education. To date, over 20,000 people in 115 countries have studied with the Digital Marketing Institute, making it the most widely taught digital certification standard in the world. The Digital Marketing Institute collaborates with global digital experts to define and develop the skills and qualifications required of today's digital professionals its certifications deliver best current practice, theory and applied skills in digital, and are recognized and respected across the industry. The majority of its certifications are mapped to the European Qualifications Framework (EQF) and are also defined in terms of their position within the EHEA.

More on www.digitalmarketinginstitute.com

International Skill Development Corporation (ISDC) with a vision of bridging the global skill gap between academia and industry by developing qualifications on demand. ISDC is a Limited Company, registered under the Companies Act of England and having operations across the globe. It imparts a set of Skill Development Activities through its structured plan and aims at Developing Skills for Tomorrow. The operation includes various Skill Development Projects, Professional and Vocational Education Activities, International Schools and Colleges, Professional and Corporate Training, Consulting, Research & Development. It is one of the fastest growing education brands in India; having nationwide presence; 12,000 students and over a million learners.

Being the fastest growing Educational organization in India; ISDC works with an **excess of 100 Leading Universities and Colleges** for innovative and industry relevant Undergraduate / Postgraduate programs in various disciplines such as Accounting & Finance, IT, Applied Science, Media and Entertainment, Logistics & Supply Chain, Marketing ...etc.

Course 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. 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.

Role of ISDC

The proposed program will be accredited by Digital Marketing institute based out of Ireland

- The delivery commitment would be in third year where we teach 4 Modules for 50 hours each. So, a total of 200 Hours of training will be done by professional trainers of ISDC.
- ISDC takes up the necessary accreditation form DMI and delivery.
- There are no external exams to be given
- Post Completion - Students Get a Certificate in Digital Marketing From DMI, IRELAND

Career Opportunities

Digital Marketing industry is booming not just in India but all parts of the world. The year 2016 took the industry by surprise with over 1.5 lakh job opportunities in the Digital Marketing domain. The bigger surprise is only the first quarter of 2017 marked for 8 lakh job opportunities in this domain. This is suitable to anyone who looks for work as -

- 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

This course benefits various levels of skill and experience, and will empower students to maximize the impact of their marketing through powerful digital tools