

In collaboration with:



Post Graduate Program in
DIGITAL MARKETING

Official Partner:  Meta



**Live Instructor-Led
Sessions**



**Leverage ChatGPT &
Generative AI tools**



**Harvard Business
Publishing Case studies**



Table of Content

About the Program	1
Key Features of the Program	2
About Purdue University	3
Credit Transfer to Purdue University's Online Program(s)	3
Official Partner Meta	4
Harvard Business Publishing Case Studies	5
Become a new age Digital Marketer using ChatGPT and other Generative AI tools	6
Simplilearn's Exclusive Benefits	7
About Simplilearn	7
Recommended Certificates	8
Eligibility Criteria	10
Application Process	10
Program Outcomes	11
Learning Path	12
Electives	22
Meta Master Session - Purdue Digital Marketing Program	22
Purdue Digital Marketing Masterclass	22
Certificates	23
Advisory Board	24
Program Highlights	25



About the Program

Our comprehensive Post Graduate Program in Digital Marketing, developed in collaboration with Purdue University, provides a dynamic and immersive learning experience. **You will gain practical expertise through live interactive sessions, real-world case studies from Harvard Business Publishing, and hands-on utilization of 35+ digital marketing tools. With 16+ projects and 10+ case studies, you'll acquire the necessary skills to excel in various digital marketing domains. Additionally, you'll receive a Meta Certified Digital Marketing Associate exam voucher worth USD \$99.**

This program covers essential areas such as behavioral marketing, SEO, SEM, social media, email marketing, mobile marketing, content strategy, analytics, AI, automation, and emerging technology. Prepare yourself for the fast-paced digital world and elevate your career by delivering exceptional results.

At the end of this program, you will work on a capstone project where you will apply the concepts and skills learned during the program by solving real-world marketing problems and filling gaps in strategies.

Key Features of the Program



Joint Purdue-Simplilearn Digital Marketer Certificate



5 Capstone problem statements and 15+ course-end projects



Learn via Harvard Business Publishing case studies



10+ case studies from brands like Adidas, KFC, Nike, Intel, etc.



Purdue Alumni Association membership



35+ digital marketing tools



Masterclasses delivered by Purdue faculty



Get 1 year free access to the SE Ranking platform



Online self paced videos and Live classes delivered by digital marketing industry experts



Leverage ChatGPT and latest Generative AI tools for Digital Marketing



Build your website & learn real-world hands-on digital marketing techniques



Meta Certified Digital Marketing Associate exam voucher worth USD \$99



Master sessions by Meta Blueprint trainers



Learn using Meta Business Coach Chatbot



6-credit transfer for the Purdue Online MS in Communication program



Simplilearn Career Service helps you get noticed by top hiring companies

About Purdue University

Purdue University is a top public research institution developing practical solutions to today's toughest challenges. Ranked as the No. 5 Most Innovative University in the United States by U.S. News & World Report, Purdue delivers world-changing research and out-of-the-world discovery. Committed to hands-on and online, real-world learning, Purdue offers a transformative education to all.

Upon completion of this Professional Certificate Program in Digital Marketing, you will receive:

- ✓ Joint Certificate from Purdue University-Simplilearn
- ✓ Become eligible to join the Purdue University Alumni Association
- ✓ Masterclasses delivered by Purdue faculty
- ✓ 6-credit transfer for the Purdue Online MS in Communication program (once accepted)
- ✓ Save 20 percent on the fee on the Purdue Online MS in Communication program

Credit Transfer to Purdue University's Online Program(s)

The coursework completed in this Post Graduate Program will also help further your studies with Purdue University's online MS in Communication Degree program. Once accepted to the Purdue online program:

- ✓ Earn a 6-credit transfer for the Purdue Online MS in Communication program
- ✓ Having completed 6 out of the 30 credits required, save 20% of the
- ✓ Complete the Purdue online program faster and unlock your career in content and campaign management

Official Partner Meta

Meta builds technologies that help people connect, find communities, and grow businesses. When Facebook launched in 2004, it changed the way people connect. Apps like Messenger, Instagram, and WhatsApp further empowered billions around the world. Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology.



Master sessions by sessions by **Meta Blueprint Trainer**



Meta Certified Digital Marketing Associate Exam Voucher worth USD \$99



Access to **Meta Business** Coach



Learn foundational advertising concepts on **Facebook, Instagram, and Messenger**



Course aligned with Meta Certified Digital Marketing **Associate Exam**



Self paced content for Digital Marketing Associate Certification **Exam training**



“

*Earn **Meta Certificated Digital Marketing Associate Badge** after passing the exam!*

”

Harvard Business Publishing Case Studies

Enhance the search engine optimization (SEO), bolster online marketing efforts, and optimize the media plan for Thunderbird's new website with help of web metrics.



Step into the shoes of the Senior VP of Media Contacts to optimise search engine marketing for Air France to generate customer sales in a cost-effective manner.



Other Case Studies



Become a new age Digital Marketer using ChatGPT and other Generative AI tools

Embrace the Future: AI's Role in the Evolution of Digital Marketing!!

- ✓ Mastering Chat GPT for Digital Marketing Success
- ✓ ChatGPT Tactics for Engaging Content, Social Media, and Advertising
- ✓ Turbocharge Your SEO and SMM Efforts with Chat GPT Automation
- ✓ Maximize Efficiency with AI-Powered Time Savings in Digital Marketing
- ✓ Growth Hacking Secrets with Chat GPT
- ✓ Crack Digital Marketing Interviews and grow your career



Also Learn other Generative AI tools:



Blue Willow

Realistic images & Digital Art



Stable Diffusion

Visual storytelling & Content Creation



Well Said Labs

Audiobooks, Podcasts, and Voiceovers

Simplilearn's Exclusive Benefits



Complete Hootsuite Platform training and become a Hootsuite Certified Professional at a 50% discount!



Get free access to the SE Ranking platform for 1 year!



Complete HubSpot Email Marketing Certification Training and become a HubSpot Certified Professional!



Get 10 credits package into your Feng GUI account.

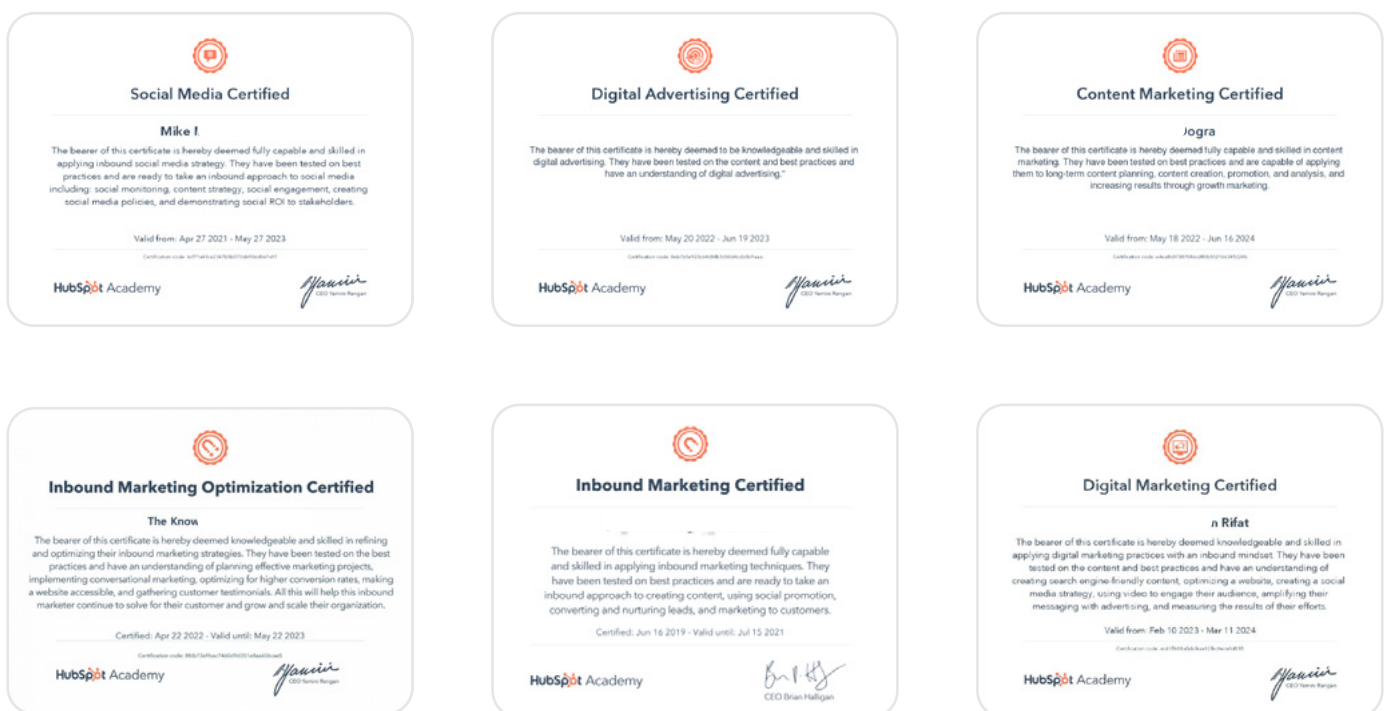
About Simplilearn

Simplilearn is the world's #1 online Bootcamp provider, enabling learners across the globe with rigorous and highly specialized training offered in partnership with world-renowned universities and leading corporations. We focus on emerging technologies and skills, such as data science, cloud computing, programming, and more, that are transforming the global economy. Our training is hands-on and immersive, including live virtual classes, integrated labs and projects, 24x7 support, and a collaborative learning environment. Over two million professionals and 2000 corporate training organizations across 150 countries have harnessed our award-winning programs to achieve their career and business goals.

Recommended Certificates

This Post Graduate Program in Digital Marketing will help you prepare for the below external certifications. Although the program provides comprehensive coverage of various topics, it is crucial to acknowledge that you will also need to prepare and study additional subjects specific to the chosen certification. **Google, Meta & Hubspot certifications are recommended by Simplilearn and are NOT INCLUDED IN THE PROGRAM.**

Hubspot



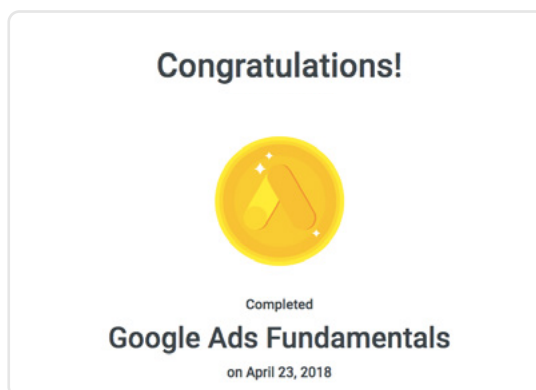
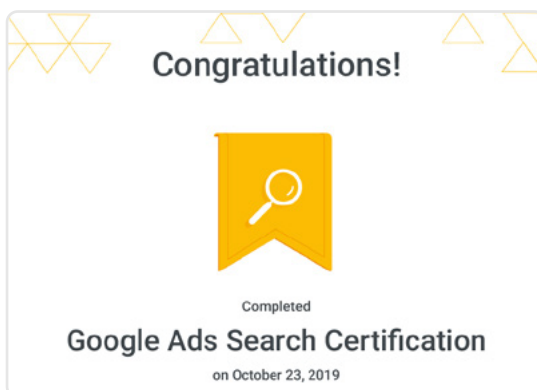
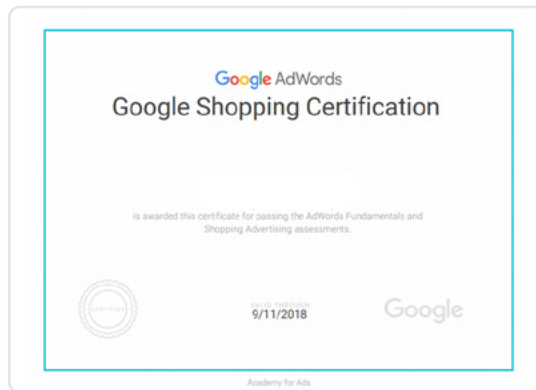
Meta Blueprint



Please note:

These certifications are recommended by Simplilearn. On successful program completion, you would receive Purdue & Simplilearn's joint Post Graduate Program in Digital Marketing Certificate.

Google



Please note:

These certifications are recommended by Simplilearn. On successful program completion, you would receive Purdue & Simplilearn's joint Post Graduate Program in Digital Marketing Certificate.

Eligibility Criteria

For admission to this Post Graduate Program In Digital Marketing, you must have:



2+ years of work experience preferred



A bachelor's degree in any discipline

Application Process

Candidates can apply to this in 3 simple steps:

1

Step 1: Submit an Application

Fill out the application and include a succinct statement of purpose to explain to our admissions staff why you are qualified for and interested in the Purdue Digital Marketing program.

2

Step 2: Application Review

A group of admissions counselors will analyze your application and statement of purpose after you submit it to ascertain your qualifications and interest in the program.

3

Step 3: Admission

Candidates that meet the requirements will be given an admissions offer. By paying the program cost, you can accept this offer.

Talk to an Admissions Counselor

Our staff of committed admissions counselors are available to assist you with the application process and other relevant issues.

You can connect with them to:

- ✓ Answer to any questions you have about the application
- ✓ Provide details about available financial assistance (if required)
- ✓ Help you understand the program better and respond to your questions

Program Outcomes

At the end of this Digital Marketing Program, you will be able to:

- ✓ Use the fundamental ideas and techniques of digital marketing to promote your business and increase your consumer base
- ✓ Plan and implement digital marketing campaigns across different domains
- ✓ Optimize your pages for SEO and rank your pages higher on search engines with keyword optimization techniques
- ✓ Create a campaign and bidding strategy for your paid marketing campaigns
- ✓ Create content on platforms like Facebook, Instagram, LinkedIn, and Twitter, and run advertisements there
- ✓ Target customers with mobile devices and various mobile marketing techniques
- ✓ Create and implement content strategy based on goals and objectives at every stage of marketing funnel
- ✓ Optimize your different campaign KPIs and metrics with help of different analysis tool
- ✓ Explore application of AI and emerging technology in digital marketing, how it helps in automating campaign and increasing productivity
- ✓ Leverage ChatGPT and other Generative AI tools for digital marketing

Learning Path



Electives

- ✓ Blogging
- ✓ Ecommerce Listing
- ✓ Affiliate Marketing
- ✓ B2B Marketing
- ✓ Digital Marketing with ChatGPT and other Generative AI tools
- ✓ Meta Master Session
- ✓ Purdue Digital Marketing Masterclass

STEP 1

Website Creation: First step for your digital marketing journey

Start your journey with this prerequisite course of website creation with WordPress. In this course, you will learn how to launch your website in order to promote your business.

Topics Covered:

- ✓ Introduction to website creation
- ✓ Introduction to WordPress
- ✓ WordPress website creation process
- ✓ WordPress plugins and website launch

Tools Covered



STEP 2

Digital Marketing Landscape

Learn the basics of digital marketing in this course. Understand the difference between digital and traditional marketing. Go through the concepts like the 4P's of digital marketing, influencer marketing, voice search, and more.

Topics Covered:

- ✓ Introduction to Digital Marketing
- ✓ Digital Marketing vs. Traditional Marketing
- ✓ Old 4P's of Marketing
- ✓ The New 4 P's in Marketing
- ✓ The 5P's of Strategy
- ✓ How Technology has Changed the Marketing Landscape
- ✓ Importance of Influencer Marketing in 2023
- ✓ Video Marketing: The Future of Ads
- ✓ Leveraging from Voice Search
- ✓ Importance of Visual Content
- ✓ UI vs. UX

STEP 3

Behavioral Marketing

Go through the basics of behavioral marketing and understand behavioral analytics in this course. You will learn concepts like customer lifecycle, buying stages, and how the marketing funnel works.

Topics Covered:

- ✓ Understanding of Behaviour Analytics
- ✓ Why is Behaviour Marketing Important?
- ✓ Types of Behaviour Marketing
- ✓ How Does Behaviour Marketing Work?
- ✓ Sources to Profile Users Based on Data
- ✓ User Profiling Based on Data
- ✓ Benefits of Behaviour Marketing

STEP 4

Search Engine Optimization

Understand the importance of SEO in this course. You will learn how on-page and off-page SEO works, see the technical side of SEO to rank higher on search engines, and learn how to analyze competitors.

Topics Covered

- ✓ On-Page vs. Off-Page
- ✓ Technical SEO
- ✓ Google Focus on the User Experience
- ✓ Updates, Algorithms and Ranking System
- ✓ Website Asset Optimization (video, images, reviews)
- ✓ Link Building
- ✓ How to Optimize Your Content for Voice Search
- ✓ Ecommerce Website SEO for More Sales
- ✓ Increase the Website Conversion Rate Using SEO
- ✓ Conducting SEO Audit
- ✓ The Future of SEO

Tools Covered



STEP 5

Search Engine Marketing

Learn how the paid ad works with help of keyword research. You will learn about different types of bidding strategies in-depth while keeping B2B & B2C channels in mind.

Topics Covered

- ✓ Overview of Search Engine Marketing
- ✓ Understanding Concepts of Pay Per click (PPC), Google Ads Algorithm, Ad Rank, & Ad Positioning
- ✓ Bidding and budget strategies
- ✓ Keyword research and optimization using the search term report for better ROI
- ✓ Role and benefits of Ad Extensions
- ✓ Setting up automation rules for ads
- ✓ Strategies to make best ad copies giving 100% ad strength
- ✓ How to target the right customers with demographics, interest, location, etc.
- ✓ Use of dynamic keyword insertion
- ✓ Remarketing ads
- ✓ Integrating with different campaign types and optimization
- ✓ Using RLSA in Google Analytics to maximize the performance of campaigns
- ✓ Difference between the standard shopping ads and smart ads
- ✓ How to optimize the feeds at Google Merchant center
- ✓ Learn to diagnose the shopping feed, it's errors, and correct them
- ✓ Performance Max & Smart campaigns are the future of Google Ads
- ✓ How to create and optimize the mobile app install ads to increase the number of users

Tools Covered



STEP 6

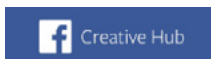
Social Media Marketing

In this course, understand the need of social media channels, learn how to select the right content type in context for the right social media channel, and the importance of social media in ecommerce.

Topics Covered

- ✓ Digital and SMM Overview
- ✓ Social Brand Management
- ✓ SMM Significance, Role, Goals and Elements
- ✓ Setting Up Audience Persona
- ✓ SMM Strategy and Channels
- ✓ SMM Key Metrics
- ✓ Organic Postings
- ✓ Creating Facebook and IG Ads
- ✓ LinkedIn Marketing

Tools Covered



STEP 7

Email Marketing

In this email marketing course, you will learn the end-to-end process of email marketing, how automation works, and how to design the right email templates to increase the conversion rate.

Topics Covered

- ✓ Fundamentals of Email Marketing
- ✓ 5 Email Marketing Strategies to Boost Growth of Your Business by 5x
- ✓ Creating a Mailchimp Campaign
- ✓ Template Creation
- ✓ Types of Leads and Lead Generation
- ✓ Automation and Campaign Execution
- ✓ Overview of Automation Dashboard
- ✓ Creating a Drip Campaign Example
- ✓ A/B Testing

Tools Covered



STEP 8

Mobile Marketing

Learn about the importance of mobile apps and mobile marketing in this course. You will also learn how to optimize the apps with the right keywords and how to do the right mobile ad targeting.

Topics Covered

- ✓ Fundamentals of App Monetization
- ✓ Google Universal App Campaigns
- ✓ Facebook Marketing
- ✓ Twitter Marketing
- ✓ YouTube Marketing
- ✓ HubSpot CRM and AppTweak
- ✓ How to Rank Higher with ASO
- ✓ Ways of App Promotion
- ✓ Use of SEO and ASO in Mobile Marketing
- ✓ Burst Campaign to Boost App Installs

Tools Covered



STEP 9

Content Strategy

Learn about the content research strategies and tools to design the right content (graphics, videos) from the social media channels' point of view in this course. You will also learn how to define the goals and objectives at every stage of the marketing funnel using the right informative content.

Topics Covered

- ✓ Content marketing as a backbone of digital marketing
- ✓ Best practices to optimize the B2B and B2C content for different channels
- ✓ How content can help in improving the performance of paid ads
- ✓ Designing the content structure (topic cluster model like HubSpot)
- ✓ Best mobile ad content sizes for better results
- ✓ How to create and use an effective content calendar for future activities
- ✓ Measuring content KPIs with Google Analytics and other tools
- ✓ Designing the content framework

STEP 10

Strategies for Paid Campaigns

Learn how to do deep analysis of paid campaigns and check the metrics of every ad in order to optimize the campaigns for better conversions in this course. You will also learn about the important elements of landing pages and their designing strategies based on the business/ domain.

Topics Covered

- ✓ How is paid campaign helpful in building making business
- ✓ Introduction to conversion rate optimization and conversation funnel
- ✓ Setting targets using CRO benchmarks
- ✓ CRO Analytics: Measuring and tracking conversion rates
- ✓ Principles of a good landing page

- ✓ Readability and hierarchy of the landing page
- ✓ How to use interactive videos, pictures, and graphics to improve landing pages
- ✓ The need generation technique or the scarcity generation for persuasion
- ✓ The Theory of Cognitive Dissonance: Persuasion principle
- ✓ Using reciprocity: The principles of reciprocal concessions
- ✓ Setting up dynamic ads: Knowing the musts of the dynamic ad campaigns
- ✓ Best practices for marketing budget allocation
- ✓ Tracking and analyzing performance of your competitors using Auction Insights
- ✓ Facebook Pixel
- ✓ Campaign bid strategies using portfolios: Google Ads
- ✓ Determining campaign budget and scheduling
- ✓ Building campaigns in Ads Manager
- ✓ Marketing and tracking: Attribution model

Tools Covered



STEP 11

Analytics, ROI & Evaluation

Learn about all different types of KPIs and metrics using different analysis tools in this course. Also work on a live campaign to check the ROI of any product or service, and learn how to improve the results.

Topics Covered

- ✓ Difference between KPIs & metrics
- ✓ Metrics for paid/owned/earned
- ✓ How to use tools like Crazy Egg to understand behavioral patterns of users on the site interface
- ✓ In social media, how reach is different from number of impressions and how we can achieve a 1:1 ratio
- ✓ Engagement rate vs. conversion rate
- ✓ Bounce rate vs. exit rate
- ✓ Analyze the customer journey using Google Analytics
- ✓ How to setup an ecommerce marketing funnel and analyze it with Google Analytics
- ✓ How to calculate ROI for any campaign

Tools Covered



STEP 12

AI, Automation & Emerging Technology

Learn how AI automates digital marketing and increases performance in this course. You will also learn about emerging technologies like auto chat and voice search.

Topics Covered

- ✓ Digital Marketing with AI
- ✓ Use of AI to enhance visual search like Google Lens
- ✓ How AI helps in predictive analytics to create micro campaigns for each customer
- ✓ Chatbots, ads targeting, speech recognition and image recognition

STEP 13

Digital Marketing Capstone Project

You can use the knowledge you've gained in this digital marketing program in this capstone project. You can choose from the five capstone projects below to gain practical experience. The capstone project, the last in the learning process, will enable you to demonstrate your competence to potential employers.

Choose from below capstone projects:



ContractWorks is a contract management software company that helps you store and search for your contracts on the fly in a secure ecosystem at any time. Though ContractWorks had superior technology, software, security, and compliance than most of their competitors, they still had a hard time increasing their reach to customers.



Skullcandy is a global brand bringing the noise and pushing boundaries far and wide. They have successfully modernized audio and leveled the playing field by making high fidelity affordable and high style attainable . Help keep Skullcandy's youthful and adventurous audio consumers engaged.



Toast is a high end, niche fashion retailer and part of the French Connection group that needs help in reaching new customers and driving revenue while adhering to a strict set of brand guidelines and sense of style, while also responding to seasonal trends – both in terms of fashion and traffic.



Adidas is a German multinational corporation that designs and manufactures shoes, clothing and accessories. It is the largest sportswear manufacturer in Europe, and the second largest in the world, after Nike. Help Adidas unveil new products to its target audience and increase its reach.



Grand Savings Bank is a full-service community bank providing a diverse line of financial products and services to individuals and business customers. GBS is looking to gain more visibility and rank higher on search engines to grow and increase their customer base.

Electives

Blogging

Learn how to create and maintain a blog for promotion and user interaction in this course.

B2B Marketing

Learn the basics of B2B marketing and various marketing techniques in order to increase your reach to B2B clients.

E-commerce Listing

Learn the basics of the ecommerce listing process. Learn how to promote your product and provide after sales support.

Digital Marketing with ChatGPT and other Generative AI tools

Discover how to use ChatGPT and other Generative AI tools to enhance your digital marketing efforts. Leverage AI's capabilities to improve your online presence and engage with your target audience more effectively.

Affiliate Marketing

Learn the basics of affiliate marketing and how to use to promote your business efficiently.

Purdue Digital Marketing Masterclass

Attend online interactive masterclasses delivered by Purdue University faculty and get insights about the latest advancements in the digital marketing field. Understand why it has become essential for any organization to understand and implement these skills to scale up.

Meta Master Session - Purdue Digital Marketing Program

Attend online interactive master sessions by Meta Blueprint trainers and get insights about the latest trends in the digital marketing field.



Certificates

You will earn a certificate from Simplilearn in collaboration with Purdue University after successfully completing this Digital Marketing Program. For the courses you finish in the learning path, Simplilearn will also award you certificates. Your expertise in digital marketing will be exemplified by these certificates.

Advisory Board



Jinsuh Lee

Clinical Assistant Professor of Management
Purdue University

Jinsuh Lee teaches various marketing classes at Purdue. A Ph.D. in quantitative marketing, Lee puts the premium on the power of big data in marketing. He has developed data-driven marketing solutions such as loyalty and demand forecasting programs for top corporates like Samsung Electronics

Program Highlights



Program Duration: 6 months

Join this Digital Marketing Program and gain the following benefits:

- ✓ Joint Purdue-Simplilearn Digital Marketer Certificate
- ✓ Learn via Harvard Business Publishing case studies
- ✓ Purdue Alumni Association membership
- ✓ Masterclasses delivered by Purdue faculty
- ✓ Live classes delivered by digital marketing industry experts
- ✓ Build your website & learn real-world hands-on digital marketing techniques
- ✓ Master sessions by Meta Blueprint trainers
- ✓ 6-credit transfer for the Purdue Online MS in Communication program
- ✓ Meta Certified Digital Marketing Associate exam voucher worth USD \$99
- ✓ 5 Capstone problem statements and 15+ course-end projects
- ✓ 10+ case studies from brands like Adidas, KFC, Nike, Intel, etc.
- ✓ 35+ digital marketing tools
- ✓ Leverage ChatGPT and latest Generative AI tools for Digital Marketing
- ✓ Get 1 year free access to the SE Ranking platform
- ✓ Learn using Meta Business Coach Chatbot
- ✓ Simplilearn Career Service helps you get noticed by top hiring companies

Why wait! Take the first step to your Digital Marketing career journey by applying below

Apply Now



USA

Simplilearn Americas, Inc.

201 Spear Street, Suite 1100,
San Francisco, CA 94105
United States

Phone No: +1-844-532-7688

INDIA

Simplilearn Solutions Pvt Ltd.

53/1 C, Manoj Arcade, 24th Main,
Harlkunte
2nd Sector, HSR Layout
Bangalore - 560102

Call us at: 1800-212-7688

www.simplilearn.com