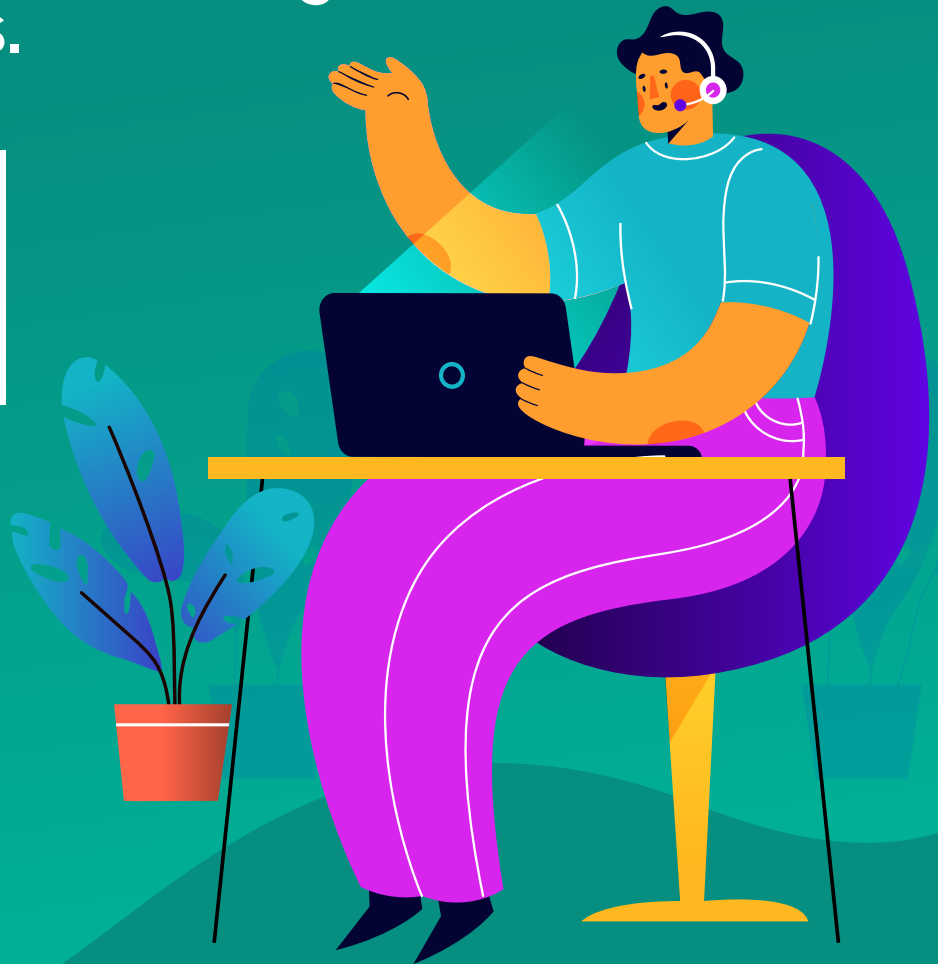


# DIGITAL MARKETING MASTERY

Empowering the Next  
Generation of Digital  
Leaders.



Proverse  
by LeadX



# COURSE DURATION AND FEES

- **4 MONTHS** OF INTENSIVE THEORY & AGENCY-BASED PRACTICAL SESSIONS.
- **2-MONTH** INTERNSHIP PROVIDING REAL-WORLD INDUSTRY EXPOSURE.



## COURSE CONTENTS



**INTRODUCTION TO DIGITAL MARKETING**



**SEARCH ENGINE MARKETING (SEM)**



**WEB CONCEPTS**



**EMAIL MARKETING**



**WORDPRESS BASICS**



**AFFILIATE MARKETING**



**SEARCH ENGINE OPTIMIZATION (SEO)**



**PROFESSIONAL SKILL ENHANCEMENT PROGRAM**



**SOCIAL MEDIA MARKETING (SMM)**



# TOOLS INCLUDED IN THE COURSE



## WEB & CMS



## SEO & RESEARCH



## ANALYTICS & PERFORMANCE



Google Tag Manager



## ADVERTISING & MONETIZATION



## CONTENT & PRODUCTIVITY



# CERTIFICATION



**PROVERSE  
COURSE  
COMPLETION  
CERTIFICATE**



**2-MONTH  
INTERNSHIP  
CERTIFICATE**



**GLOBAL  
CERTIFICATION  
ASSISTANCE**



**LIVE PROJECT  
EXPERIENCE,  
PLACEMENT  
ASSISTANCE**

## CAREER OPPORTUNITIES & BENEFITS

By completing this agency-based course, you unlock diverse career opportunities in a rapidly growing industry. With the high demand for job-ready digital marketing professionals, you can pursue roles such as

**DIGITAL MARKETING SPECIALIST**

**PERFORMANCE MARKETING (SEM) EXPERT**

**SEO SPECIALIST**

**SOCIAL MEDIA MANAGER**

**CONTENT STRATEGIST**

**WEB ANALYTICS SPECIALIST**

**E-COMMERCE CONSULTANT**



## CAREER OPPORTUNITIES & BENEFITS

In this course, you get the flexibility to work in established agencies, startups, or even open doors to entrepreneurship and freelance consulting. With placement assistance & direct internship opportunities, you are equipped with valuable, real-world skills to excel in the world of digital marketing.

# FAQS



## ABOUT CERTIFICATION AND THEIR CREDIBILITY?

After completing the 6-month program (4 months theory + 2 months internship), students will be entitled to receive a **Proverse Course Completion Certificate & a 2-month Internship Certificate.**

## ARE THERE DISCOUNTS/SCHOLARSHIPS/PAYMENT PLANS?

Students can pay the full fee as a single payment or opt for our installment plan.

## ARE THERE EXAMS/ASSESSMENTS/FEEDBACK?

Yes, there will be a comprehensive assessment at the end of the course. We also provide complete assistance for clearing **Google, HubSpot, and Meta** professional certifications.

## ARE THERE ANY JOB PLACEMENTS/CAREER ASSISTANCE?

We offer 100% placement assistance, including **interview preparation, resume building,** and direct industry referrals.

## MINIMUM REQUIREMENT/QUALIFICATION?

The minimum qualification to join the course is **+2 (Higher Secondary).**

## IS A LAPTOP COMPULSORY?

Yes, a laptop is required for the practical sessions and live projects. (Rental also available)

## HOW TO PAY THE FEES?

Fees can be paid in person at our office or via **Google Pay.** Receipts will be provided in person or sent via email.

## ABOUT LIVE PROJECT AND TRAINING?

Our agency-based training includes weekly practical sessions where students work on **live projects** under the direct guidance of industry experts.





# Proverse

by LeadX

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