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**DIGITAL MARKETING
& GRAPHIC DESIGN**

*Step
to
future*



**DIGITAL
MARKETING**

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Marketing done through digital mediums like the Internet, search engine, social media, blogs, video channels, websites, and applications, is known as digital marketing. This is the fastest-growing form of marketing owing to its reach, cost-effectiveness, measurability, and accuracy. It is overtaking all marketing platforms and will soon become the primary form of marketing. Companies of all segments are focussing their investments in digital marketing activities.

Digital marketing has many different aspects like copy, design, technology, social media, marketing, finance, and business development. Therefore, with the growth of digital marketing, all these aspects will also grow. There will be many jobs available in these sub-sectors, and students can make strong long-lasting careers. Most of the jobs in digital marketing also pay really well. Those who are skilled in this field are known as Digital Marketer.

With an ever-increasing scope of digital marketing, the demand for digital marketing professionals is also increasing rapidly. In a general sense, digital marketers are responsible for driving brand awareness, generating traffic for the company's website, and lead generation through various digital channels. A digital marketer can take up multiple roles and use various digital channels such as digital advertising, social media, email marketing, blog content, etc., to reach out to the customers.

Graphic design is a key element of digital marketing. Graphic design is the art of communication that requires creativity and a systematic plan to solve a problem or achieve specific objectives. This is also an effective way to engage with customers. It builds brand awareness and influences the customer decision-making process.

Some of the potential roles in the field of Digital Marketing and Graphic design are Digital Marketing Manager, SEO Specialist, Search Engine Marketer, Social Media Marketer, Web Analyst/Data Analyst, Content Marketer, Design Manager, Brand Identity Manager, Flash Designers etc.

Certification:
GITH Certified International Certification

	I SEM	II SEM	III SEM	IV SEM	V SEM	VI SEM	TOTAL
FEE STRUCTURE	98800	49800	29800	29800	29800	29800	267800

ADDNL IN I SEMESTER CAUTION DEPOSIT : 1000 APPLICATION : 500 ID CARD: 180 CAP: According to University fee