

# Student's career catalogue



## New Age Pro Engineering & Digital Management



ILS Intelligent Process Automation

**Connecting human and digital to supercharge Student Career**

# COGNITIVE ADVANCEMENTS



+91 9086441234  
+194 2479802



support@ilssrinagar.com  
www.interfacetechologies.net  
www.ilssrinagar.com  
www.robokds.com



ILS, Regal Lane, Residency  
Road Srinagar Kashmir.

Walk in with a **dream**  
Walk out with a **career!**



# Certificate in Digital Marketing and Branding

By the leader of digital marketing

## Building a new internet economy

### Programme Modules:

- Introduction to Digital Marketing
- Strategies in Digital Marketing
- Aligning Internet with Business Objectives
- Examples of Great Case Studies
- User Behaviour & Navigation
- Branding & User Experience
- Developing a Digital Plan

### Mobile Marketing:

- The Development of Mobile Marketing
- Various Forms of Mobile Marketing
- Geo-Targeting Your Campaign for Smartphones
- How Consumers Use Mobile Marketing
- Examples & Case Studies

### Search Engine Optimization:

- Keyword Research
- How Google Works
- Search Engine Factors
- On-Page & Off-Page Optimisation
- Meta Tags, Images, Content, Video
- Links and How to Get Them

## Social Media Marketing 1 & 2

- Overview of Facebook, Twitter, LinkedIn
- Overview of Blogging, YouTube and Flickr
- Increasing Website Traffic Using Facebook, Twitter and Video.
- Building Brand Awareness Using Social Media
- Best Practice Examples & Case Studies

## Digital Display Marketing

- What is Display Advertising?
- How are Banners Bought & Sold
- Banner Formats & When to Use Them
- Creating and Implementing a Banner Campaign
- Search Engine Marketing
- How to Create a PPC Campaign
- Implementing Your PPC Budget
- Targeting Your Advertising
- Measuring & Managing Your Campaigns

## Web Analytics

- What is Website Analytics?
- Google Analytics Explained
- Understanding your KPIs
- Measuring Website traffic
- Setting up Goal and Event Tracking
- Increasing traffic to your Website
- Managing google ad campaigns
- Tracking user activity
- Linking website to Google analytics



+91 9086441234  
+194 2479802



support@ilssrinagar.com  
www.interfacetechnologies.net  
www.ilssrinagar.com  
www.robokds.com



ILS, Regal Lane, Residency  
Road Srinagar Kashmir.

# Building a new internet economy



## Certificate in digital marketing and branding Program Design

The Program is unique as it's geared towards providing a long term career in digital marketing with focus not only towards the tools & techniques used in digital marketing, but also on business & leadership skills that will equip the students to become a Future leader in Digital. The Program starts from the fundamentals of marketing, Focusing on laying a strong foundation in Marketing and Digital, with covering essential concepts of marketing like segmentation, targeting & positioning, Advertising & Sales Promotions, integrated marketing, Advanced communications, Product & Brand Management, Digital Models & Channels.

After laying a strong foundation for an individual, the program moves on to covering digital marketing concepts, tools & techniques such as Social Media Marketing, Content Planning & Promotions, Email Marketing, Digital Analytics, Mobile Marketing, SEO, SEM & Inbound Marketing; making sure that the student is equipped to launch his career in digital marketing. Once the student is equipped with the digital marketing tools & techniques, the program focusses on equipping students with business & leadership skills such as; integration of marketing with business, market research, managing digital initiatives, creation of digital strategy, managing digital marketing clients for a student to become an advanced professional in digital marketing at the end of the course. The guided practice takes you higher than anyone else in the race.



### Certificate in digital marketing and Branding

#### Course Contents

- Marketing, Digital Marketing intro
- Email Marketing & Social Media Marketing
- Website Fundamentals and Tools
- Content Planning & Promotions
- Guided Practice Modules
- Setting up an email campaign for marketing cases
- Setting up social media platforms
- Creating content for a Website
- Creating content for an email campaign
- Creating content for SMM
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Digital Analytics Google Analytics)
- Inbound Marketing
- Mobile Marketing
- Market Research - Primary & Secondary
- Preparation for Global Certifications
- Business Perspective in Marketing
- Managing Digital Initiatives

### Program Overview

- Global certifications
- 10 case studies and projects.
- Dedicated In-House Student Success Supervisor
- Live Campaigns
- One-on-one with Industry Mentors
- ILS Alumni Status
- Mock Interviews by hiring Managers
- Fully Paid Internships
- 100% placement assistance

## Let your Career growth go Viral!



Apply Now



+91 9086441234  
+194 2479802



support@ilssrinagar.com  
www.interfacetechnologies.net  
www.ilssrinagar.com  
www.robokds.com



ILS, Regal Lane, Residency  
Road Srinagar Kashmir.

**Pioneer in**  
Skills and Talent  
Development



# Interface School of Learning

Interface Technologies Private Limited



## ILS Student Services

**Simple and creative approach,**  
Intelligent training requires equal focus on students and technology. Our training team works with the **students** and industry to create a sustainable framework to enable scale, establishing the right content.



## ILS Solutions

**Unite Students and Technology,**  
Achieving maximum placement results with ease requires student using technology training curriculum that's uniquely designed for the industry. Our industry tie up's and partner solutions help students simplify, accelerate and expand .



## ILS Implementation

**Optimal results delivered,**  
success hinges on two must-haves: the right technology and a partner who is embedded in the fabric of the student world. We provide flexible, right-fit, customized solutions that support a non-linear approach to student transformation.

## Our offering

We combine business and process consulting, domain and technology expertise with change management to help companies realize the full potential of IPA. Our modular approach enables us to meet you where you are in your automation journey. Taking into consideration your legacy and digital needs, we work collaboratively with you to realize your vision. We apply our domain and industry expertise to support you at every step, helping you drive efficiencies, scale and achieve market differentiation.



+91 9086441234  
+194 2479802



support@ilssrinagar.com  
www.interfacetechnologies.net  
www.ilssrinagar.com  
www.robokds.com



ILS, Regal Lane, Residency  
Road Srinagar Kashmir.