DMLi
Digital Marcom Learning Institute

Welcome to Digital MarCom Learning Institute (DMLI), a proud initiative of Apex Communications. Our mission is clear, to bridge the gap between academia and industry by equipping students with practical skills and cutting-edge knowledge essential for thriving in today's digital landscape.

Through rigorous curriculum designed in collaboration with industry experts, we offers hands-on training in SEO, social media, paid ads and many more. Whether you're a fresh graduate looking to launch your career or a professional aiming to upskill, DMLI offers comprehensive programs tailored to meet the dynamic demands of the digital marketing industry.

About Us

REIMAGINE LEARNING

Explore Our Digital Marcom Courses

| **1** | **Fundamentals Certification in Digital Marketing** |

| **2** | **Advanced Certification in Digital Marketing & Communications** |

| **3** | **Professional Certification in Digital Marcom & AI** |

DMLi
Digital Marcom Learning Institute

Fundamentals Certification in Digital Marketing

15-20 STUDENTS ONLY
Batch Size

THANE
On Campus

1 MONTH ONSITE
Duration of the Course

Key Program Highlights

- Learn From Industry Experts
- Build Strong Foundation in Digital Marketing

Program structure

The program aims to bridge the gap between theoretical and practical application of Digital Marketing.

Fundamentals Certification in Digital Marketing
Curriculum

1)Brand Understanding

-What is a brand

2) Consumer Understanding

- Introduction

3) Role of Agency

- Definitions with use case

4) Purchase Decision Journey

- Path To Purchase

Digital (In) Marketing (POEM)
5) Paid Media
- Intro: How Media has evolved
- Biddable & RTB, Programmatic
- Analytics & Measurement - Use Case

Owned – Intro
- Brand Assets, Search Engine Optimization, App Optimization, Analytics
& Measurement - Use Case

Earned – Intro
- Social Media - Role in marketing for brands
- Analytics & Measurement - Use Case

6) E-Com & Marketplaces
Introduction

REIMAGINE LEARNING

DMLi
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Advanced Certification in Digital Marcom

15-20 STUDENTS ONLY
Batch Size

THANE
On Campus

3-4 MONTH ONSITE
Duration of the Course

1 ON 1 MENTORSHIP

100% JOB SUPPORT

Key Program Highlights

- Learn From Industry Experts
- Case Studies & Live Projects
- Experience First Hand Agency knowledge
- Career Ready course
- Personalised Resume Preparation
- Mock Interview & Job Preparation

Program structure

With extensive focus on simulated learning, dynamic case studies, classroom discussions, hands on practical, and internships strengthen the participant's ability to harness and develop strategies to maximise marketing efforts.

Advanced Certification in Digital Marcom
Curriculum

1)Brand Understanding

 -What is a brand

- Types of Brands

- Brand & Product - What's te difference

2) Consumer Understanding

- Consumer Segmentation

- Consumer Analysis & Purchase Behaviour

- Consumer Decision Journey ~ Path To Purchase

3) Introduction to the Agency model

- Types of Ad-Agencies

- The Agency model of functioning

Digital (In) Marketing (POEM)
4) Paid Media

- Introduction & Fundamentals

- Learning the fundamentals of Media Planning

- Learning the fundamentals of Media Buying

- Learning the fundamentals of Machine Based Planning & Buying -
   Biddable & RTB, Programmatic

- Learning the fundamentals of Ad-Serving

- Video, Display, Search, Programmatic, Native & Rich-Medias Ads

- Learning the fundamentals of Measurement, Analytics & Optimization

PRACTICAL APPLICATION & PRACTICE SESSIONS
5) Owned

- Introduction & Fundamentals

- Developing Brand Assets

- Fundamentals of Website & App development

- What is UI and UX of brand assets

- Importance of Search Engine Optimization (SEO) for the brand assets

6) Earned

- Introduction & Fundamentals

- Social Media - Role in marketing for brands

- How brands & agencies manage their social media handles

- What is Content development strategy

7) E-Com & Marketplaces

- How brands and agencies approach E-com & Marketplaces

- Fundamentals of Amazon Seller Central

- Fundamentals of Advertising on Amazon

REIMAGINE LEARNING

DMLi
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Professional Certification in Digital Marcom & AI

15-20 STUDENTS ONLY
Batch Size

THANE
On Campus

6-9 MONTH ONSITE
Duration of the Course

3 MONTHS MANDATORY INTERNSHIP

1 ON 1 MENTORSHIP

100% JOB ASSISTANCE

Key Program Highlights

- Learn From Industry Experts
- Case Studies & Live Projects
- Core Subject Specialisation
- Capstone Project
- Experience First Hand Agency life
- Industry / Agency Visits
- Both Career & Business Ready course
- Personalised Resume Preparation
- Mock Interview & Job Preparation

Program structure

The Capstone Project is a core element of the Digital Marcom & AI curriculum. Students work individually and in teams to execute a digital marketing strategy with digital assets, measure performance and use the feedback to monitor and improve the tactics.

The capstone project module has been distinctively designed to be in complete sync with the in-class modules.

Professional Certification in Digital Marcom & AI

Curriculum

1)Brand Understanding
 -What is a brand
- Types of Brands
- Brand & Product - What's te difference

2) Consumer Understanding
- Consumer Segmentation
- Consumer Analysis & Purchase Behaviour
- Consumer Decision Journey ~ Path To Purchase

3) Introduction to the Agency model
- Types of Ad-Agencies
- The Agency model of functioning

4) What is Briefing
- How to write a brief
- How to brief
- What to brief

5) How to write a presentation
- How to write a presentation
- How to make a presentation

6) What is a Pitch
- How to create a pitch
- Various kinds of pitch
- What to pitch
- How to pitch

7) The Role of Communication in Marketing
- Communication planning process
- Communication Strategies & Methodologies

8) What is Brand Positioning
- Archetype Compass for brand positioning

PRACTICAL APPLICATION & PRACTICE SESSIONS
Digital (In) Marketing (POEM)
9) Paid Media
- Introduction & Fundamentals
- Learning the fundamentals of Media Planning
- Learning the fundamentals of Media Buying
- Learning the fundamentals of Machine Based Planning & Buying -
 Biddable & RTB, Programmatic
- Learning the fundamentals of Ad-Serving
- Video, Display, Search, Programmatic, Native & Rich-Medias Ads
- Learning the fundamentals of Measurement, Analytics & Optimization

Professional Certification in Digital Marcom & AI
Curriculum

PRACTICAL APPLICATION & PRACTICE SESSIONS

10) Owned
- Introduction & Fundamentals
- Developing Brand Assets
- Fundamentals of Website & App development
- What is UI and UX of brand assets
- Importance of Search Engine Optimization (SEO) for the brand assets

PRACTICAL APPLICATION & PRACTICE SESSIONS

11) Earned
- Introduction & Fundamentals
- Social Media - Role in marketing for brands
- How brands & agencies manage their social media handles
- What is Content development strategy

PRACTICAL APPLICATION & PRACTICE SESSIONS

13) E-Com & Marketplaces
- How brands and agencies approach E-com & Marketplaces
- Fundamentals of Amazon Seller Central
- Fundamentals of Advertising on Amazon

PRACTICAL APPLICATION & PRACTICE SESSIONS

14) AI tools
- AI tools for content & Design & Video
- AI tool for Business

ELECTIVES SPECIALIZATIONS

1. Media Planning & Buying (Biddable Or Non-Biddable)
2. Search Engine Marketing
3. Search Engine Optimization
4. Account Management
5. Client Servicing
6. Business Development
7. Media Operations
8. Media Sales

REIMAGINE LEARNING

Our Trainers Come From Brands Like

amazon

JioHotstar

THE TIMES OF INDIA
LET TRUTH PREVAIL

SONY liv

ZEE

yahoo!

AND MANY MORE...

Who Can Pursue
Digital Marcom program?

1 BMS (Bachelor of Management Studies) Students

✅ **Why is it useful?**

- BMS students specialize in business and management, making digital marketing a valuable skill for brand positioning, customer acquisition, and market expansion.
- Knowledge of digital marketing enhances decision-making in sales, advertising, and business development roles.
- Helps in mastering performance marketing, lead generation, and customer engagement strategies that are crucial in corporate jobs.

🔶 **Career Paths:** Digital Marketing Manager, Growth Strategist, Business Analyst, Social Media Manager

2 BMM (Bachelor of Mass Media) Students

✅ **Why is it useful?**

- BMS students specialize in business and management, making digital marketing a valuable skill for brand positioning, customer acquisition, and market expansion.
- Knowledge of digital marketing enhances decision-making in sales, advertising, and business development roles.
- Helps in mastering performance marketing, lead generation, and customer engagement strategies that are crucial in corporate jobs.

🔶 **Career Paths:** Digital Marketing Manager, Growth Strategist, Business Analyst, Social Media Manager

3   Engineering Graduates

✅ **Why is it useful?**

- Engineers bring analytical and problem-solving skills that fit well in technical aspects of digital marketing like automation, AI-driven campaigns, and data analysis.
- Can specialize in Google analytics, and performance-based marketing.
- Bridges the gap between technology and marketing for companies in e-commerce allowing for careers in MarTech (Marketing Technology) and Data-Driven Digital Strategies.
- Opens doors to roles in AI-driven marketing and automation.
- **Career Paths:** Marketing Automation Specialist, SEO Specialist, Web Analytics Expert, PPC Specialist, Digital Marketing Analyst, Conversion Rate Optimizer

4   MMS/MBA (Master of Business Administration) Students

✅ **Why is it useful?**

- Digital marketing is essential for strategic business growth, brand development, and customer acquisition—all critical areas for MBA professionals.
- Helps in mastering high-return investment strategies like paid advertising (Google Ads, Meta Ads), email marketing, and conversion rate optimization.
- Gives a competitive edge in corporate leadership roles by integrating digital insights into business decisions.
- **Career Paths:** Digital Marketing Head, Performance Marketer, E-commerce Manager, Brand Consultant

5 BSc IT (Bachelor of Science in Information Technology) Students

✅ **Why is it useful?**
- With a background in technology, BSc IT students can excel in SEO, website development, PPC campaigns, and web analytics.
- Combines IT expertise with marketing, allowing for careers in MarTech (Marketing Technology) and Data-Driven Digital Strategies.
- Opens doors to roles in AI-driven marketing and automation.
- **Career Paths:** SEO Specialist, Web Analytics Expert, PPC Specialist, Digital Marketing Analyst

6 Commerce & Arts Students

✅ **Why is it useful?**
- Commerce students gain expertise in e-commerce marketing, digital business, and consumer behavior analysis.
- Arts students can thrive in creative fields like content writing, visual storytelling, and digital design.
- Provides career flexibility in freelancing, agency roles, or in-house marketing teams.
- **Career Paths:** E-commerce Marketer, Content Creator, Social Media Strategist, Graphic Designer

7 Freelancers & Job Seekers

✅ **Why is it useful?**
- Digital marketing offers opportunities to work remotely, freelance, or start an online business.
- Ideal for those looking for side income, freelancing opportunities, or switching careers.
- Requires low investment to start and offers high demand in the job market.
- **Career Paths:** Freelance Digital Marketer, Blogger, Affiliate Marketer, YouTube Content Creator

REIMAGINE LEARNING

The DMLI Advantage

One on One Mentorship from Industry Leaders

Embark on your transformative journey with our seasoned mentors, offering decades of practical expertise and visionary insights to help you master the realm of digital marketing.

Future-Ready Curriculum Crafted by Experts

Designed by industry experts, our digital marketing courses equip you with the skills to overcome today's challenges and seize tomorrow's Job & Business opportunities.

Master the Art of Cracking Interviews & Secure Your Dream Job

We train your confidence with expert-led mock interviews and job preparation strategies designed to help you stand out and succeed.

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Our Contact Information

📞 70 3939 5151

✉️ contact@dmli.in

🌐 WWW.DMLI.IN

📍 B-702, 7th Floor Ramniwas Building Gokhale road, Near McDonalds Thane station (West) 400602