



Degree in Digital Marketing By BIDM

DURATION: 1 YEAR

CENTERS: BANGALORE | DEHRADUN

Your Gateway to a Bright
Career in the **Digital World!**



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BANGALORE INSTITUTE OF DIGITAL MARKETING

WHO WE ARE?

Bangalore Institute of Digital Marketing was founded with a mission to bridge the digital skills gap in India by offering high-quality, hands-on training in digital marketing and related fields. With a team of experienced industry professionals, modern teaching methodologies, and a student-centric approach, we ensure our learners gain not just theoretical knowledge but real-world experience. Our goal is simple — to create future-ready digital professionals who are confident, competent, and creative.

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ABOUT COURSE

The **Degree in Digital Marketing** offered by Bangalore Institute of Digital Marketing (BIDM) is a power-packed program designed for beginners, students, job seekers, and aspiring freelancers who want to step confidently into the digital space. This course is a perfect blend of theory, tools, and real-time application, ensuring you gain not just knowledge—but practical expertise.



LEARN FROM EXPERTS

➔ What You Will Learn?

During this comprehensive course, students will gain hands-on experience across all key areas of digital marketing. You'll learn how to build and manage websites using WordPress, optimize content for search engines (SEO), create and manage paid campaigns through Google Ads, and run effective social media strategies on platforms like Facebook, Instagram, and LinkedIn. You will also explore content marketing, email marketing, Google Analytics, online reputation management, and the basics of freelancing.

➔ CAREER OPPORTUNITIES

➔ Digital Marketing Executive

➔ Content Strategist

➔ Email Marketing Specialist

➔ SEO Specialist

➔ PPC Analyst

➔ Affiliate Marketing Manager

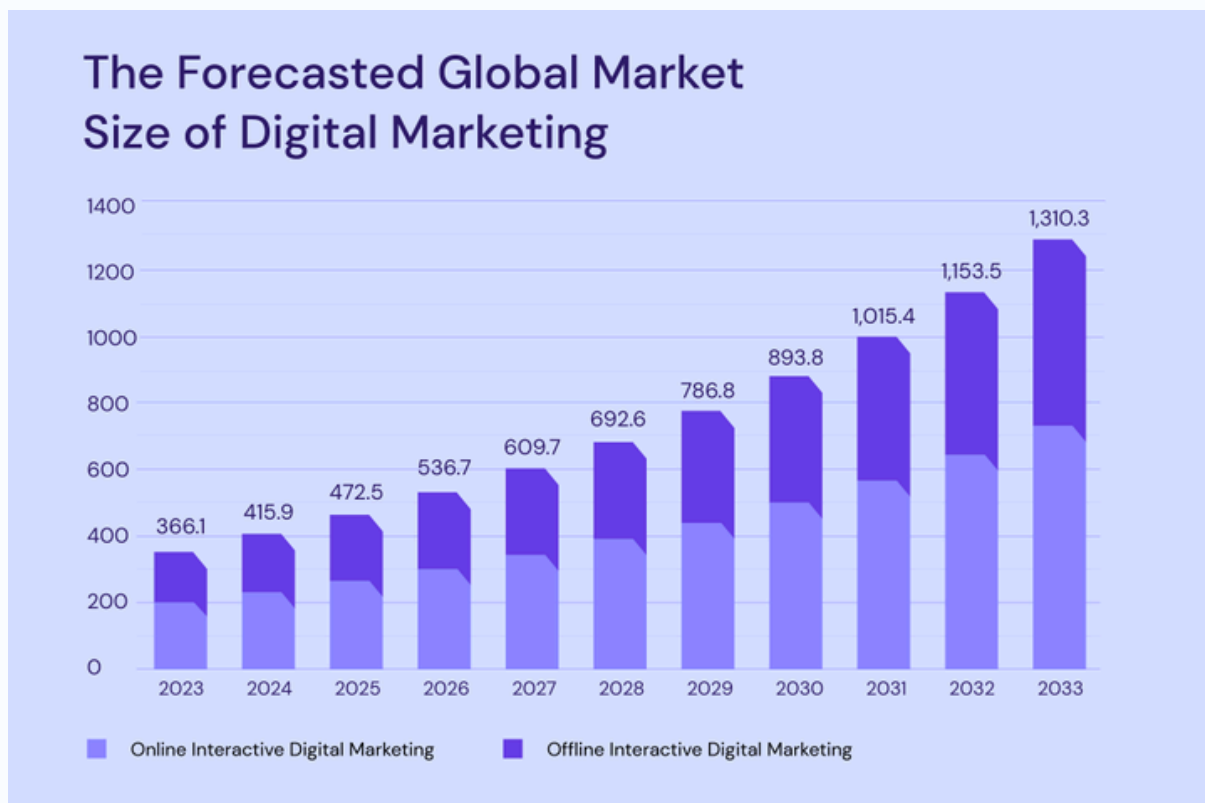
➔ Social Media Manager

➔ Email Marketing Executive

➔ Digital Marketing Consultant

DEMAND FOR DIGITAL MARKETING EXPERTS

Digital marketing is a promising career with vast opportunities and high growth potential. As businesses continue moving online, the demand for digital marketers is rapidly increasing.



With evolving technologies, social media, and e-commerce, the future of digital marketing looks bright, offering job security, creativity, and excellent earning prospects.

TOOLS YOU WILL LEARN



mailchimp

HubSpot

 Google
Optimize

Google Trends

Canva

 Google
Analytics

 OpenAI



Google Tag Manager

 SEMRUSH



Google Ads


Meta



Instagram

WHY CHOOSE BIDM?



**VALUE OF
MONEY**



**100%
ASSISTANCE**



**HANDS-ON
TRAINING**



**COMPREHENSIVE
CURRICULUM**



**IN-HOUSE
INTERNSHIP**



**GET
CERTIFIED**



**FLEXIBLE
TIMINGS**



**EXPERIENCED
FACULTY**

OUR APPROACH

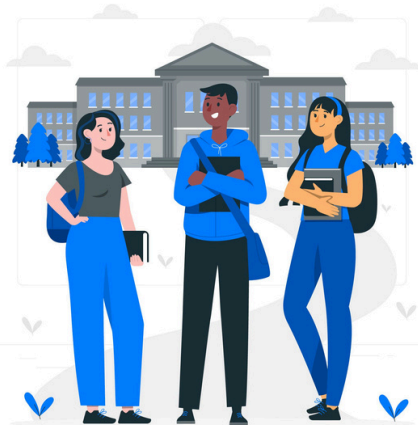
④ Learning Approach

At BIDM, learning goes beyond theory. Students work on live projects, complete real-time assignments, and participate in case study-based training. Workshops and simulations simulate actual business challenges, preparing students to handle real client work confidently.

④ Real-World Implementation

BIDM offers internship opportunities where students gain first-hand experience by working on live marketing campaigns. This exposure strengthens their portfolios and builds confidence to manage campaigns independently.

WHO CAN JOIN?



STUDENTS

Students who want to earn while they learn



PROFESSIONALS

Working professionals looking to upskill or switch careers



ENTREPRENEURS

Entrepreneurs who want to grow their business digitally

What We Do?



With a team of experienced industry professionals, modern teaching methodologies, and a student-centric approach, we ensure our learners gain not just theoretical knowledge but real-world experience. Our goal is simple — to create future-ready digital professionals who are confident, competent, and creative.

- Placement Assistance
- Interview Preparation
- Internship Opportunities



Industry-Relevant Curriculum

Get trained in the most in-demand skills that companies actually need.



Tool-Based Learning

Gain hands-on experience with tools like Google Ads, WordPress, and more.



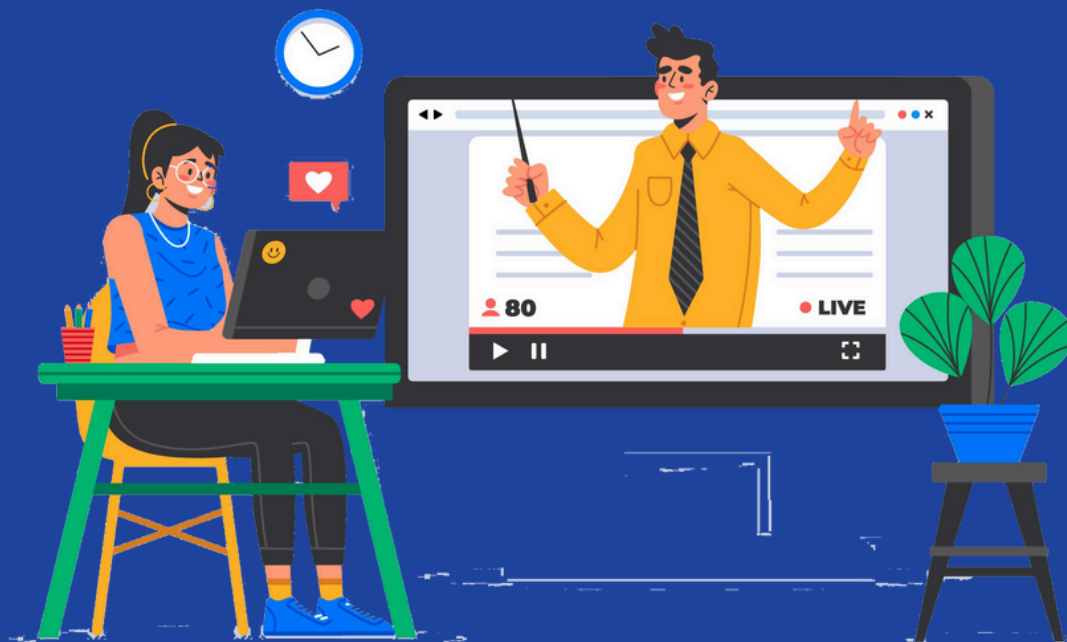
100% Practical Approach

Apply your skills in real-world settings with our partnered companies.

OUR PRINCING FOR DEGREE IN DIGITAL MARKETING

₹1,20,000/

- DURATION : 1 YEAR
- TYPE : OFFLINE
- CERTIFICATIONS & EXAMS
- INTERVIEW PREPARATION
- INTERNSHIP OPPORTUNITIES



CONTACT US



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