

Prepared by Creatives
and Contents
Department at eBizree
Institute of IB and
Entrepreneurship LLP



Entire Global Digital Marketing Certification in One Crash Course

By An Award Winning Professor
and IIFT, New Delhi/BITS, Pilani
Alumnus

QUESTIONS?

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ONLINE ADVANTAGE?

Pay Less to Learn MORE

LEARN MORE

INTRODUCTION TO THIS REVOLUTIONARY COURSE

PG Certificate course in Global Digital Marketing is a revolutionary online course delivered by Dr. Vijesh Jain, A BITS, Pilani and IIFT alumnus who is having a vast global business and digital marketing work experience both in the corporate sector as well as in academics and teaching.

It is the best online course in digital marketing. You pay less to learn MORE. This is a no nonsense distance learning course aimed at giving you a top mix of theoretical and practical knowledge of the Global Digital World and how to start your own eCommerce business both globally and domestically. The successful completion of this course can also help you to take up challenging digital marketing jobs which are in plenty in the present times. In a fast globalized world, global digital marketing course is a must enroll course for all ambitious working, fresh and entrepreneurial candidates. Dr. Vijesh Jain, the best teacher for m-learning, provides the knowledge on this course in most simple and clear terms using its unique teaching style developed during last 15 years of his teaching B School students, suitable for best e-learning online studies. eBizee.com is a top rated online educational inspired by networked websites like Udemy, Coursera and EDx, specializing in IB and entrepreneurship courses including social media marketing courses.

DIGITAL MARKETING OFFERS BEST CAREER OPTION FOR NEXT DECADE

WHAT KIND OF JOBS ARE AVAILABLE IN DIGITAL MARKETING DOMAINS?

The digital marketing career field encompasses many niche jobs. Digital marketing includes, but is not limited to, the following positions:

- Online Content Developer
- Social Media Marketing
- Search Engine Optimization Specialist
- Business Analytics Specialist
- Brand Management
- Mobile Marketing Specialist
- Web Designer
- Professional Blogger
- Search Expert
- Email Marketer
- Blogging (paid bloggers and Blogs managers)
- Viral marketing managers
- Social network managers
- Twitter marketing

WHY DIGITAL MARKETING?

HOW DIGITAL MARKETING CAN HELP BUILD CAREER?

India and the world are at present passing through their most unprecedented times where physical activities and physical shopping are curtailed to a minimum. Even for daily use items like, milk, bread, vegetables, fruits, grocery, even cigarettes, people are ordering online. The trend is not likely to stop in foreseeable future. The situation is same across the world. In this situation the people with right skills and knowledge in the areas of digital marketing are in great demand and there is lack of supply. In the interviews if you can prove that you can take up jobs in this area, companies are more than willing to offer you jobs. This is a unique situation in today's job market where jobs are getting scarce otherwise.

Therefore it is the best time to acquire holistic and step by step knowledge in the area in order to prepare you for the interviews and taking up responsible jobs in this area.



COURSE CONTENTS

- **Introduction to the course**
- **Importance and Scope of e-Global Business**
 - o What and Why of global business?
 - o Benefits of global business
 - o Scope and reach of global business
- **Basics of Global Business**
 - o What is globalization?
 - o Drivers of globalization?
 - o Factors driving globalization today
 - o Political factors driving globalization today
 - o Cultural factors
 - o Economic factors
 - o Technological Factors
 - o Impact of technology and ICT
- **Basics of Global Marketing**
 - o Basic dimensions of global marketing
 - o Border less media: Rethinking global marketing
- **Basics of Digital and Social Media Marketing**
 - o Introduction to digital marketing
 - o Modern Digital Consumer
 - o Common habits of digital consumers
 - o Digital Consumers Mix
 - o Changing consumer behavior in digital age
 - o Marketing strategies for a digital world
- **Understanding Global e-Business Environment**
 - o Changing scenario of global business
 - o Globalization and India
 - o India's status today
 - o New face of globalization
 - o Road Ahead for India
- **Setting up your e-business globally**
- **Developing globally accepted products / services**

COURSE CONTENTS (CTD...)

- **Creating your own eCommerce Website**
 - o How do we start building the e-Commerce website?
 - o Preparing the foundation for constructing the e-Commerce website?
 - o Building a fully functional e-Commerce website at no cost
 - o A tour to the new e-commerce website
 - o Adding functionality to the new e-commerce website
 - o Customizing your new e-commerce website
 - o Completely overhauling the new e-commerce website
 - o Using short codes and inserting new pages in the new e-commerce website

COURSE CONTENTS (CTD...)

- **Promoting your digital business globally**
 - o Areas of focus
 - o Promoting your website
 - o Promoting products / services
 - o Recipe for brand promotion on socials
 - o Sparking emotions
 - o The power of behind the scene stories
 - o Hashtag marketing
 - o Uniqueness Vs Creative Collaboration
 - o Automated planning tools for social media management
 - o Optimization and conversion
 - o Identifying KPIs and insights
 - o Reputation Management
 - o Uniqueness Vs adopting the competitor's practices
 - o Take care of yourself



ABOUT THE INSTRUCTOR



Dr. Vijesh Jain is a BITS Pilani Graduate and an IIFT MBA alumnus, having more than 30 years of corporate and academic experience. He has worked with large global MNCs in different countries and has hands on experience with global business and digital marketing. He is also the co-founder of eBizee Institute of IB and Entrepreneurship, a revolutionary quality education online portal to offer global knowledge at most affordable cost to the students. Dr. Vijesh Jain has a unique and simple teaching style which is most conducive for beginners as well as the advanced learners. He is highly passionate about online teaching and e-learning pedagogy. In his free time, he likes to switch off to nature and adventure activities. He has tremendous experience in distance education. Visit his LinkedIn and Facebook profile to know more about him.



WHOM IS THIS COURSE MEANT FOR?

This course has been designed as a course which can provide step by step knowledge to take up any of the above kinds of jobs. At the same time, entrepreneurs will find this course as a comprehensive step by step guide to set up Global e-Business in any of the product / services domain they have a background in or to create totally new product/ services lines for digital platform. Therefore the course is suitable for:

- Professionals
- Fresh Graduates
- Management Graduates
- Entrepreneurs
- Sales and Marketing Managers
- Online commerce managers
- Marketers of all levels and kinds

WHY EBIZEE.COM?

As have been mentioned that there are several educational portals on the world wide web, which have digitized online learning in innovative ways and are even offering free online courses, eBizee boasts to have specialized focus on IB and Entrepreneurship best online courses carefully brain crafted using long and specialized experience of its founder Dr. Vijesh Jain, who is an IIFT alumnus having proven track record in online training, online classes, mooc type courses. eBizee has a vision to provide best online degrees in near future. Your search for best digital marketing certification course is over with eBizee.com. Enroll today itself at the best online digital marketing institute.



WHAT ALL WILL I GET IN THIS COURSE?

This course comprises of the following deliverables

- A total of 10 hours of video feeds (a total of 50 videos)
- Monologues, textual concepts, quizzes, assignments during the course
- Additional reading links and resources (Optional)
- Self paced anytime anywhere your speed eLearning experience
- Desktop and mobile friendly course design
- Self Learning Project ideas for enhancing your mastery of the subject (Optional)
- Verified eBizee certificate of completion of the course (see sample of the certificate)
- Quizzes (a total of 35 quizzes) and assignments (a total of 8 assignments) to check your learning
- Guaranteed answers to the questions asked directly to the instructor within the course
- Plenty of examples and case study links
- Top multimedia online learning experience.
- Superfast SSD, fully encrypted and secured hosting servers for enhanced and smooth learning experience.

CERTIFICATE OF COMPLETION

WE HEREBY RECOGNIZE

PREETI KOTHARI

for completing our 4 weeks crash course - Global
Digital Marketing Certification

VIJESH JAIN

CEO



NISHA JAIN

CMO

ENROLL TODAY