

Estb: 2018

# RISE TRAININGS

Right Choice For Bright Careers



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## Digital Marketing Course



# Level Up Your Skills Today!



Join our interactive online courses and become an expert in your field. Flexible schedules and expert instructors await you.

**Enroll Now and Start Learning!**



## Our Office Address

Rise Trainings, C/O KKC Startups,  
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**[www.risetrainings.com](http://www.risetrainings.com)**

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## About The Course

This comprehensive Digital Marketing course is designed to equip learners with the essential skills and strategies required to thrive in the ever-evolving digital landscape. Whether you're a student, entrepreneur, job seeker, or working professional, this course offers step-by-step guidance to help you master key digital marketing tools and techniques. From SEO and Google Ads to Social Media Marketing, Email Marketing, Content Strategy, and Analytics, you will gain hands-on experience through real-world projects and case studies. By the end of the course, you'll be able to confidently create, manage, and optimize powerful digital campaigns that drive measurable results.



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# Course Syllabus

## Module 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs. Digital Marketing
- Scope and Career Opportunities
- Key Channels and Platforms

## Module 2: Website Planning & Creation

- Importance of a Website
- Domain, Hosting, and CMS (WordPress)
- Website Structure & Navigation
- Landing Pages & Conversion Optimization

## Module 3: Search Engine Optimization (SEO)

- On-page and Off-page SEO
- Keyword Research Tools (Google Keyword Planner, Ubersuggest)
- Technical SEO & Site Speed Optimization
- SEO Auditing & Reporting

## Module 4: Search Engine Marketing (SEM) / Google Ads

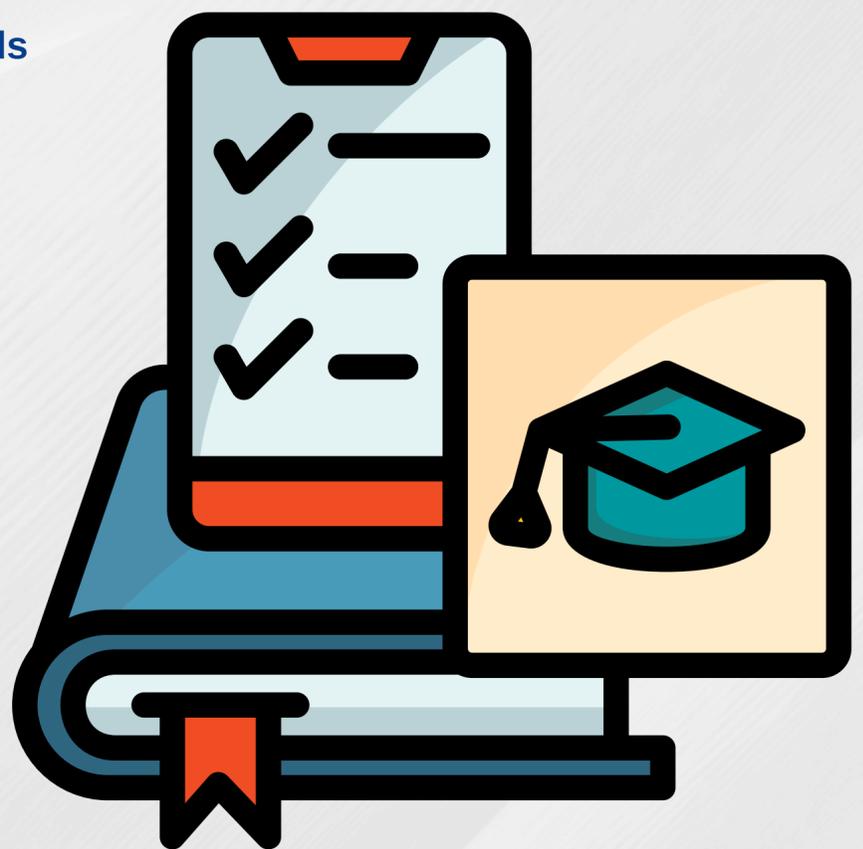
- Introduction to Paid Advertising
- Setting Up Google Ads Campaigns
- Keyword Match Types & Ad Extensions
- Conversion Tracking & Optimization

## Module 5: Social Media Marketing (SMM)

- Social Media Strategy & Content Calendar
- Facebook & Instagram Ads
- LinkedIn Marketing
- YouTube Marketing & Video SEO
- Social Media Analytics

## Module 6: Content Marketing

- Understanding Content Strategy
- Blogging & Article Writing
- Visual Content Creation Tools (Canva, etc.)
- Storytelling & Audience Engagement



# Course Syllabus

## Module 7: Email Marketing & Automation

- Building Email Lists
- Designing Email Campaigns (Mailchimp, Sendinblue)
- A/B Testing & Performance Metrics
- Drip Campaigns & Automation

## Module 8: Web Analytics

- Google Analytics Basics
- User Behavior & Traffic Sources
- Bounce Rate & Goal Setting
- Data Interpretation for Strategy Refinement

## Module 9: Affiliate & Influencer Marketing

- Introduction to Affiliate Programs
- Creating Affiliate Campaigns
- Identifying & Collaborating with Influencers
- ROI Measurement

## Module 10: E-commerce Marketing

- Selling on Marketplaces (Amazon, Flipkart)
- Creating E-commerce Funnels
- Retargeting Ads
- Product Page SEO & Optimization

## Module 11: Online Reputation Management (ORM)

- Importance of Online Reputation
- Tools to Monitor Brand Mentions
- Handling Negative Reviews
- Building a Positive Online Presence

## Module 12: Freelancing & Career Guidance

- How to Get Clients
- Building a Portfolio
- Freelancing Platforms (Upwork, Fiverr)
- Resume, Interview, and Certification Preparation



# WHO ARE THE QUALIFIERS?



- B. Pharm/M. Pharm/Pharm. D & Ph. D
- Nursing/Physiotherapy
- Dental/Medical Students
- B. Tech/BCA/BSC

## Highlights of Course



16Plus Years  
Experienced Faculty

Resume Preparation



Course  
Completion Certificate



# Duration



3 Batches :

Weekend Batch : 3 Months

Weekdays Batch : 2 Months

Crash Course : 1 Month (Only  
On Personal/Urgent Basis)

## Fee Structure :

10,000 RS for Indian Students.

15,000 RS for NRI Students.



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## Kiran Kumar. Chemudugunta, M. Pharm, (Ph. D), PDCR, R. Ph Founder & CEO/ Career Growth Coach, Rise Trainings

Rise Trainings, A Edtech start-up established in June 2018 aimed to serve cost-effective and result-oriented courses in Pharmacovigilance, Medical Writing & Regulatory Affairs at SPSPR Nellore, Andhra Pradesh, India. This is Established by Kiran Kumar. Chemudugunta, M. Pharm, (Ph. D), R. Ph, PDCR with team of 35 plus Health Care IT Industry experts.

### **Rise Trainings, Registrations, Certificates & Recognitions :**

1. Certificate of Incorporation, Certified by the Government of India Ministry of Corporate Affairs.
2. ISO Certification: ISO 9001:2015, Rise Trainings has been found to conform to the quality Management System Standard.
3. MSME Certification, Udyam Registration Certificate by Government of India.
4. Certified as a Startup by the Development for the promotion of Industry and Internal Trade.
5. Recognized in Silicon India Magazine as Silicon India's 10 Most Promising Clinical Research Training Institutes – 2022.
6. Appreciated under The Best CEO to Esteem in 2023, Recognized by Business Connect Magazine.

### **About Our Founder & CEO :**

1. Kiran Kumar Chemudugunta with 16.6 Plus years of Experience in the IT Life Sciences Industry, Expertise in Pharmacovigilance and Computer System Validation.
2. Leading 25 Plus trainers and 5 young and dynamic team members traveling with me for the best Career Growth Coaching for B. Pharm/M. Pharm/Pharm. D & Ph. D Candidates.
3. He Launched the Career Launch Programme for freshers & Career Growth Programme for experienced, enlightening the importance of Upskilling.
4. Supported 310-plus placements and jobs for both freshers and experienced through the Career Launch Program and Career Growth Program.
5. Mentored more than 7000 plus students and professionals since 2011.



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