



DURATION
6 Months

DIGITAL MARKETING

COURSE & CAREER GUIDE · 2026

Advanced Certificate Course in **Digital Marketing**

Course Details & Career Growth Guide

The complete, in-depth digital marketing programme — every channel, every major tool, plus a live internship.

480 Training Hours

18 Modules

5 Hands-On Projects

Career Roles & Salary Ladder

Placement Support

CONTENTS

What's Inside

INTRODUCTION

About IPCS Global & the Digital Marketing Stream	3
Industry Outlook & Where You Can Work	4

PART A — COURSE DETAILS

Program Overview, Key Facts & Eligibility	5
The Full Syllabus	6
Module-by-Module Topics	6
Tools, Projects & Assessment	9

PART B — CAREER GROWTH

Job Roles You'll Be Ready For	10
Growth Ladder & Salary Progression	11
Skills, Certifications & Upgrade Path	11

TRAINING, CERTIFICATION & PLACEMENT

How We Train, Certification & Career-Readiness	13
How IPCS Global Gets You Hired	14
Why IPCS Global & Meet Our Team	15
Frequently Asked Questions	16
Contact & How to Enrol	17

Programme Highlights

480 Hours

6 Months of structured,
practical training

5 Projects

Hands-on work you can
show employers

Certified

IPCS + Google / Meta /
HubSpot prep

Placement

100% placement
assistance & career-
readiness

IPCS Global — Since 2008

IPCS Global began in 2008 as a specialised industrial automation training and services provider and has grown into one of India's leading technical and digital skills institutes, with 50+ branches across India and the GCC. Our Coimbatore centre in Peelamedu combines classroom teaching with hands-on labs, and every learner is coached in communication, aptitude and interview readiness alongside technical skills.

18+

YEARS

15,000+

PROFESSIONALS TRAINED

50+

BRANCHES

100%

PLACEMENT ASSISTANCE

About the Digital Marketing Stream

Digital marketing is one of the fastest routes into a well-paid, flexible career — no engineering degree required. Our programmes range from 30-hour specialisations to a 6-month AI+ programme that makes you fluent in both marketing and the AI tools employers now expect.



ISO 9001:2015 Certified

Audited, consistent training quality.



TÜV SÜD Cooperation Partner

Partner of the German testing & certification body.



NSDC Approved Partner

Approved training partner under Skill India.



Inside the IPCS Global Coimbatore training centre.

Why Digital Marketing, **Why Now**

The demand behind this programme — and the industries that hire our graduates.

- 1 Budgets have moved online**
Every business, from a local clinic to a national brand, now spends a large share of its marketing budget on search, social and paid digital channels — and needs people to run them.
- 2 AI has raised the bar**
Employers increasingly want marketers who can pair fundamentals with AI tools for content, ads and analytics. That combination is still rare, which makes it valuable.
- 3 Flexible career paths**
Digital marketing rewards results and portfolios more than degrees, and it supports full-time jobs, freelancing and your own business — often in combination.

Where You Can Work

- 1 Digital & advertising agencies**
- 2 E-commerce & D2C brands**
- 3 IT & SaaS companies**
- 4 Education & EdTech**
- 5 Healthcare, real estate & retail**
- 6 Startups & freelance clients**

Three Ways to Build Your Career

Full-Time Job

Join a company with placement support behind you — stability and structured growth.

Job + Freelance

Hold a job while taking side projects to build income and a broader portfolio.

Remote & Global

Digital marketing skills travel well: many learners serve clients in the US, UK, Australia and the GCC remotely through Upwork, Fiverr and LinkedIn, and GCC agencies regularly hire Indian marketers.

CAREER PROGRAMME

Advanced Certificate Course in Digital Marketing

The complete, in-depth digital marketing programme – every channel, every major tool, plus a live internship.

6 Months

480 Hours

18 Modules

5 Projects

Classroom / Online / Hybrid

Part A • Course Details

Program Overview

Our most comprehensive traditional digital marketing programme. Across 18 modules you master every major channel – SEO, Google Ads, social, email, content, analytics, e-commerce and CRM – along with Photoshop and Figma, then finish with a capstone project, internship and certification preparation.

DURATION

6 Months

TRAINING HOURS

480 Hours

MODULES

18 Structured Modules

MODE

Classroom / Online / Hybrid

BATCHES

Weekday • Weekend • Fast-track

CERTIFICATION

IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Students & fresh graduates
- ✓ Working professionals and marketing executives
- ✓ Business owners & entrepreneurs
- ✓ Freelancers & career switchers

Eligibility: Any 12th pass, diploma or degree. No prior experience needed.

What You'll Be Able To Do

- ✓ Build and optimise WordPress websites and landing pages
- ✓ Deliver SEO strategy from keyword research to link building
- ✓ Plan and run profitable Google Ads and Meta Ads campaigns
- ✓ Track everything with GA4, Tag Manager and UTMs
- ✓ Design creatives in Photoshop and Figma
- ✓ Earn Google, Meta and HubSpot certifications

The Full Syllabus

18 modules, 480 hours, delivered in three phases that each build on the last.

01 · FOUNDATION

Modules 1–3 · 100 Hours

The digital landscape, website building and SEO in depth.

02 · CHANNELS

Modules 4–11 · 250 Hours

Paid search, social, email, content, analytics, e-commerce, affiliate and ORM.

03 · PRO SKILLS & LAUNCH

Modules 12–18 · 130 Hours

Design, automation, freelancing, strategy, internship and certifications.

01	Introduction to Digital Marketing	10 Hrs
02	Website Planning and Creation	30 Hrs
03	Search Engine Optimization (SEO)	60 Hrs
04	Search Engine Marketing (Google Ads/PPC)	50 Hrs
05	Social Media Marketing (SMM)	60 Hrs
06	Email Marketing	20 Hrs
07	Content Marketing	30 Hrs
08	Web Analytics	30 Hrs
09	E-Commerce Marketing	30 Hrs
10	Affiliate Marketing	15 Hrs
11	Online Reputation Management (ORM)	15 Hrs
12	Adobe Photoshop	15 Hrs
13	Figma	15 Hrs
14	Marketing Automation & CRM	20 Hrs
15	Freelancing & Digital Marketing Tools	15 Hrs
16	Digital Marketing Strategy & Planning	10 Hrs
17	Capstone Project & Internship	45 Hrs
18	Certification Preparation	10 Hrs

Total Training Duration

480 Hours

Module-by-Module Topics

MODULE 01

10 Hrs

Introduction to Digital Marketing

- Digital vs traditional marketing
- Marketing funnel & customer journey
- Channels: search, social, email, content, paid
- Core metrics: ROI, CPL, CAC, ROAS
- Career paths in digital marketing

MODULE 02

30 Hrs

Website Planning and Creation

- Domain, hosting & DNS basics
- WordPress installation, themes & plugins
- Page structure, navigation & design principles
- Landing page & thank-you page creation
- Speed, mobile-friendliness & security basics

MODULE 03

60 Hrs

Search Engine Optimization (SEO)

- How search engines crawl, index & rank
- Keyword research & search intent
- On-page SEO: titles, meta, headings, content
- Technical SEO: speed, schema, Core Web Vitals
- Off-page SEO & ethical link building
- Local SEO & Google Business Profile
- Google Search Console, Ahrefs & SEMrush

MODULE 04

50 Hrs

Search Engine Marketing (Google Ads/PPC)

- Google Ads account & campaign structure
- Search, Display, Video & Shopping campaigns
- Keyword match types & negative keywords
- Ad copy, assets & Quality Score
- Bidding strategies & budget control
- Conversion tracking & optimisation

MODULE 05

60 Hrs

Social Media Marketing (SMM)

- Platform strategy: Instagram, Facebook, LinkedIn, YouTube, X
- Content calendars & brand voice
- Reels, Shorts & short-form video
- Meta Ads: campaigns, audiences & pixel
- Influencer & community marketing
- Social analytics & reporting

MODULE 06

20 Hrs

Email Marketing

- List building & lead magnets
- Campaign design in Mailchimp
- Automation & drip sequences
- Segmentation & personalisation
- A/B testing & deliverability

MODULE 07

30 Hrs

Content Marketing

- Content strategy & audience personas
- Storytelling & copywriting frameworks
- Blogging & SEO content creation
- Distribution & content repurposing
- Tools: Canva, Copy.ai, Grammarly

MODULE 08

30 Hrs

Web Analytics

- Google Analytics 4 setup & events
- Google Tag Manager & UTM tracking
- Conversion & e-commerce tracking
- Reports, explorations & attribution
- Looker Studio dashboards

MODULE 09**30 Hrs****E-Commerce Marketing**

- Shopify & WooCommerce store setup
- Product listing & catalogue optimisation
- Google Merchant Center & Shopping feeds
- Marketplace marketing (Amazon, Flipkart)
- Cart recovery & retention

MODULE 10**15 Hrs****Affiliate Marketing**

- Affiliate models & networks
- Niche selection & partner programmes
- Tracking links & commission structures
- Content-led affiliate websites
- Disclosures & compliance

MODULE 11**15 Hrs****Online Reputation Management (ORM)**

- Brand monitoring & alerts
- Review management on Google & social
- Google Business Profile optimisation
- Crisis response playbooks
- Reputation reporting

MODULE 12**15 Hrs****Adobe Photoshop**

- Interface, layers & masks
- Social media creatives & banners
- Photo retouching & colour correction
- Typography & ad layouts
- Export settings for web & print

MODULE 13**15 Hrs****Figma**

- Frames, components & auto-layout
- Ad creatives & carousel design
- Landing page wireframes & mockups
- Prototyping & developer handoff
- Team collaboration

MODULE 14**20 Hrs****Marketing Automation & CRM**

- CRM concepts & lead lifecycle
- HubSpot / Zoho CRM setup
- Workflows & lead scoring
- Email & WhatsApp automation
- Sales-marketing alignment

MODULE 15**15 Hrs****Freelancing & Digital Marketing Tools**

- Upwork, Fiverr & LinkedIn profiles
- Pricing, proposals & contracts
- Client onboarding & reporting
- Productivity & project tools
- Building a portfolio website

MODULE 16**10 Hrs****Digital Marketing Strategy & Planning**

- Market & competitor research
- Channel mix & budget allocation
- Campaign planning & KPIs
- Media plans & forecasting
- Presenting a strategy to stakeholders

MODULE 17**45 Hrs****Capstone Project & Internship**

- Live brief from a real business
- End-to-end campaign execution
- Weekly mentor reviews
- Results report & presentation
- Internship certificate on completion

MODULE 18**10 Hrs****Certification Preparation**

- Google Ads certifications
- Google Analytics (GA4) certification
- Meta Blueprint preparation
- HubSpot marketing certifications
- Mock tests & review

Tools, Projects & Assessment

Tools & Technologies You'll Use

Google Ads

Google Analytics 4

Google Tag Manager

Search Console

Meta Ads Manager

WordPress

SEMrush / Ahrefs

Canva

Mailchimp

HubSpot / Zoho CRM

Looker Studio

Photoshop / Figma

Shopify / WooCommerce

Google Merchant Center

Upwork / Fiverr

Projects You'll Build

1 WordPress business website with landing pages

2 Full SEO audit and 3-month SEO plan

3 Google Ads search + display campaign

4 Social media campaign with Meta Ads

5 Capstone campaign during internship

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Where Advanced Certificate Course in Digital Marketing Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

■ Roles You'll Be Ready For

1

Digital Marketing Executive

Runs day-to-day campaigns across SEO, social, ads and email.

2

SEO Specialist

Grows organic traffic through on-page, technical and off-page SEO.

3

PPC / Performance Marketer

Plans and optimises Google & Meta ad campaigns for ROI.

4

Social Media Manager

Owns brand presence, content calendars and community.

5

Content & Email Marketer

Creates content and lifecycle email campaigns that convert.

6

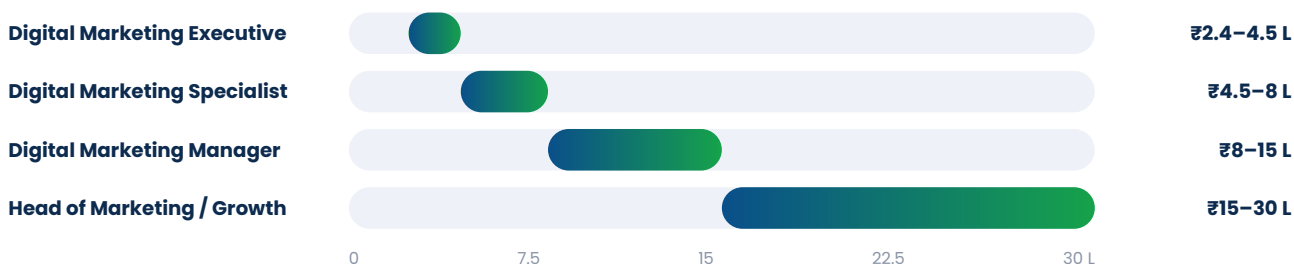
Freelance Digital Marketer

Serves clients independently across channels.

■ Your Growth Ladder

STAGE 01 0–2 YRS	Digital Marketing Executive Execute campaigns, reports and content under guidance.	₹2.4 – 4.5 LPA
STAGE 02 2–5 YRS	Digital Marketing Specialist Own a channel end-to-end and manage budgets.	₹4.5 – 8 LPA
STAGE 03 5–8 YRS	Digital Marketing Manager Lead strategy, teams and multi-channel budgets.	₹8 – 15 LPA
STAGE 04 8+ YRS	Head of Marketing / Growth Own brand growth, revenue targets and teams.	₹15 – 30 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ AI tools for content, ads and analytics
- ✓ Marketing automation & CRM (HubSpot)
- ✓ Data analysis with GA4 & Looker Studio
- ✓ Conversion rate optimisation (CRO)
- ✓ Video & short-form content production

■ Certifications to Target

- ✓ Google Ads Search & Display
- ✓ Google Analytics (GA4)
- ✓ Meta Certified Media Buying Professional
- ✓ HubSpot Inbound / Content Marketing

■ Upgrade Path at IPCS Global

1 AI+ Digital Marketing (AI specialisation)

2 Google Ads, GA4, Meta Blueprint & HubSpot certifications

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a Digital Marketing Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

How We Train & Certify

Technical skill gets you noticed — presentation, confidence and communication get you hired. Career-readiness runs alongside the syllabus, not after it.

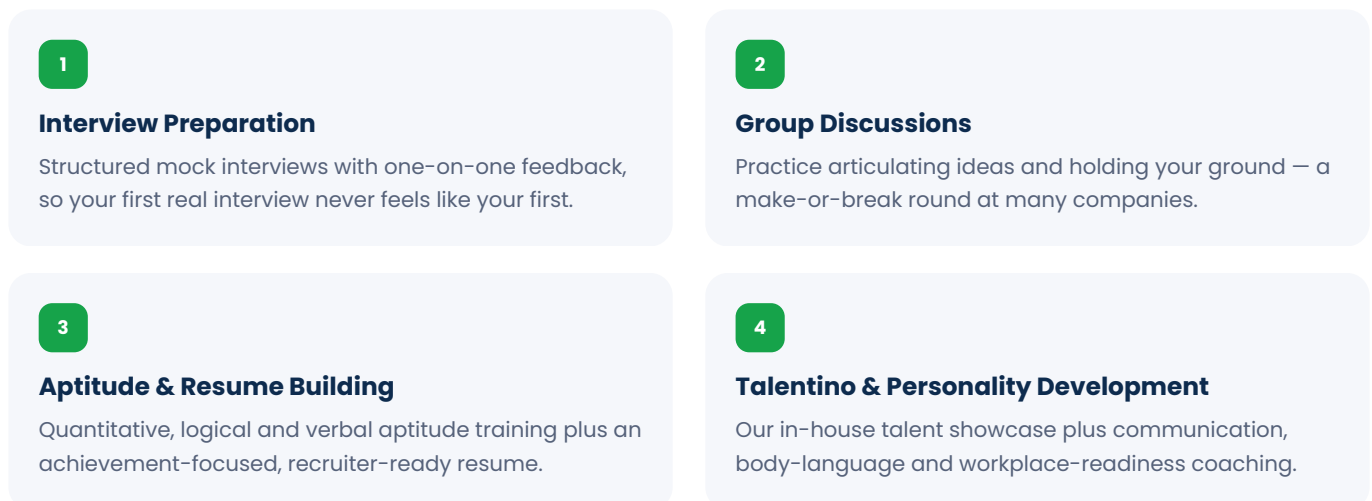
Our Learning Method



Your Certifications

- IPCS Global Course Certificate**
 Issued on successful completion of assessments and the capstone project — verifiable and recognised by our hiring partners.
- Global Platform Certifications**
 The course prepares you for Google Ads, Google Analytics (GA4), Meta Blueprint and HubSpot certifications — the credentials recruiters look for.
- Internship Certification**
 Documents the live projects and hands-on work you complete, giving freshers verifiable experience on their resume.

Career-Readiness Track



How IPCS Global Gets You Hired

Every learner goes through a structured career-readiness track alongside the course, supported by our dedicated placement cell.

1

Dedicated Placement Cell

Interview drives, industry referrals and follow-up until you are placed – not just until the course ends.

2

Resume & Portfolio

One-on-one sessions to build a recruiter-ready resume and a project portfolio that proves your skills.

3

Aptitude & GD Training

Quantitative, logical and verbal aptitude plus group discussion practice.

4

Mock Interviews

Simulated technical and HR panels so the first real interview never feels like the first.

Recent IPCS Coimbatore Placements



A selection of recent placements across IPCS Global Coimbatore programmes.

Global opportunity: Digital marketing skills travel well: many learners serve clients in the US, UK, Australia and the GCC remotely through Upwork, Fiverr and LinkedIn, and GCC agencies regularly hire Indian marketers.

WHY TRAIN WITH US

Why IPCS Global



18+ Years of Training Excellence

A track record since 2008, refined across 15,000+ professionals trained.



ISO 9001:2015 Certified

Audited, consistent training quality — every batch, every time.



Recognised Partnerships

TÜV SÜD cooperation partner and NSDC approved training partner.



Dedicated Placement Cell

Industry tie-ups, interview drives and follow-up until you are placed.



Real Labs, Real Projects

Industry-grade equipment and live projects — proof of work, not just a certificate.



50+ Branches, One Standard

Across India and the GCC, with weekday, weekend and fast-track batches.

Meet Our Coimbatore Team



Trainers, mentors, counsellors and placement coordinators at IPCS Global Coimbatore — working with every learner from the first class to final placement.

Frequently Asked Questions

Quick answers to the questions learners and parents ask us most. For anything else, call or visit the Coimbatore branch.

Q. Do I need prior experience to join?

Most programmes start from the fundamentals. Each programme lists its eligibility — our counsellors will confirm the right starting point for your background.

Q. Are classes held online or in the classroom?

Classroom / Online / Hybrid. Talk to our counsellors about the best option for your programme.

Q. What batch timings are available?

We run weekday, weekend and fast-track batches, so students and working professionals can both find a schedule that fits.

Q. Is placement guaranteed?

We provide 100% placement assistance — resume building, aptitude and GD training, mock interviews and interview drives through our dedicated placement cell. Final selection depends on each learner's performance, attendance and interview results.

Q. What certificate will I receive?

IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Q. Can I attend a class before enrolling?

Yes. Book a free demo session to meet the trainers, see the labs and experience a live class before you decide.

Q. What are the course fees?

Fees depend on the programme and batch type. Please contact the Coimbatore branch for the current fee structure and any available offers.

Q. Can working professionals join?

Yes. Weekend and fast-track batches are designed for people who are working or studying alongside the course.

LET'S START THE CONVERSATION

Your Career in Digital Marketing Starts Here

Book a free demo class, meet the trainers and see the labs — our counsellors will help you pick the right programme and batch.

Visit Us

Address #12, 2nd Floor, Swathi Towers,
Sowripalayam –
Masakalipalayam Road, Opp.
GRG Matriculation School,
Periyar Nagar, Peelamedu,
Coimbatore, Tamil Nadu –
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Email bmcbe@ipcsglobal.com
Web www.ipcsglobal.com
Batches Weekday · Weekend · Fast-track

Book Your Free Demo Session Today

Walk in, call or write to us — meet the trainers, see the labs, and get counselling on the right course and batch before you enrol.

How to Enrol

1

Contact Us

Call, WhatsApp or walk in to our Peelamedu centre.

2

Free Demo

Attend a live class and see the labs.

3

Choose a Batch

Weekday, weekend or fast-track.

4

Enrol & Start

Simple, guided enrolment.