



DURATION
30 Hours

DIGITAL MARKETING

COURSE & CAREER GUIDE · 2026

SEM Certification Course

Course Details & Career Growth Guide

Learn to plan, launch and optimise profitable paid search campaigns.

30 Training Hours

6 Modules

2 Hands-On Projects

Career Roles & Salary Ladder

Placement Support

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Programme Highlights

30 Hours

30 Hours of structured, practical training

2 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.

SHORT COURSE

SEM Certification Course

Learn to plan, launch and optimise profitable paid search campaigns.

30 Hours

30 Hours

6 Modules

2 Projects

Classroom / Online / Hybrid

Part A • Course Details

Program Overview

A short specialisation in pay-per-click advertising. You set up Google Ads campaigns end-to-end, explore Microsoft (Bing) Ads and audio ads, and build landing and thank-you pages that convert.

DURATION
30 Hours

TRAINING HOURS
30 Hours

MODULES
6 Structured Modules

MODE
Classroom / Online / Hybrid

BATCHES
Weekday • Weekend • Fast-track

CERTIFICATION
IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Marketers moving into performance marketing
- ✓ Business owners running their own ads
- ✓ Students & beginners
- ✓ Freelancers

What You'll Be Able To Do

- ✓ Structure Google Ads accounts and campaigns
- ✓ Write ads that improve Quality Score
- ✓ Build conversion-focused landing pages
- ✓ Track and optimise cost per lead

Eligibility: Basic computer and internet skills.

The Full Syllabus

6 modules, 30 hours.

01	Introduction to PPC Marketing	3 Hrs
02	Google Ads Overview	9 Hrs
03	Setting Up a Profitable Google Ads Campaign	9 Hrs
04	Introduction to Microsoft (Bing) Ads	2 Hrs
05	Advertising on Gaana & Spotify	1 Hrs
06	Landing Page & Thank-You Page Creation	6 Hrs

Total Training Duration

30 Hours

Module-by-Module Topics

MODULE 01

3 Hrs

Introduction to PPC Marketing

- PPC models
- Auction & Quality Score

MODULE 02

9 Hrs

Google Ads Overview

- Account structure
- Campaign types
- Keyword match types

MODULE 03

9 Hrs

Setting Up a Profitable Google Ads Campaign

- Budgets & bidding
- Ad copy & assets
- Conversion tracking

MODULE 04

2 Hrs

Introduction to Microsoft (Bing) Ads

- Importing & managing campaigns

MODULE 05

1 Hrs

Advertising on Gaana & Spotify

- Audio ad formats

MODULE 06

6 Hrs

Landing Page & Thank-You Page Creation

- Landing page design
- Thank-you page & tracking

Tools, Projects & Assessment

Tools & Technologies You'll Use

Google Ads

Microsoft Advertising

Google Tag Manager

WordPress

Projects You'll Build

1 Live Google Ads search campaign

2 Landing page with conversion tracking

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 SEM Certification Course 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

PPC Executive

Sets up and manages Google Ads campaigns.

2

Google Ads Specialist

Optimises bids, keywords and ad copy.

3

Performance Marketing Analyst

Tracks and improves CPL and ROAS.

4

Paid Media Executive

Manages multi-platform ad spend.

5

Landing Page Optimiser

Improves conversion rates of ad traffic.

6

Freelance Ads Manager

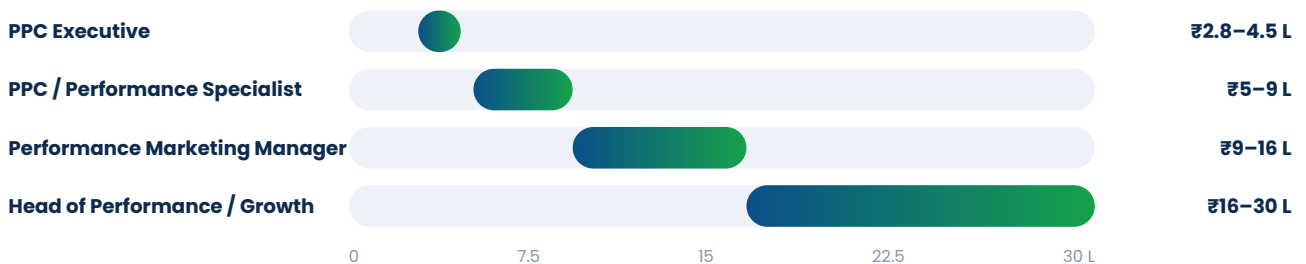
Runs campaigns for multiple clients.

Good to know: SEM Certification Course is a focused short course and a strong starting point for these roles; most learners reach them fastest by continuing with **Professional Diploma in Digital Marketing**.

■ Your Growth Ladder

STAGE 01 0–2 YRS	PPC Executive Build and manage campaigns under guidance.	₹2.8 – 4.5 LPA
STAGE 02 2–5 YRS	PPC / Performance Specialist Own budgets and optimise for ROAS.	₹5 – 9 LPA
STAGE 03 5–8 YRS	Performance Marketing Manager Lead paid media strategy across platforms.	₹9 – 16 LPA
STAGE 04 8+ YRS	Head of Performance / Growth Own acquisition budgets and revenue targets.	₹16 – 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

- ✓ Meta Ads & YouTube Ads
- ✓ Conversion tracking & GTM
- ✓ Performance Max & Smart Bidding
- ✓ Data analysis & reporting
- ✓ CRO & landing page testing

■ Certifications to Target

- ✓ Google Ads Search
- ✓ Google Ads Display & Video
- ✓ Google Shopping Ads
- ✓ Meta Certified Media Buying Professional

■ Upgrade Path at IPCS Global

1 Professional Diploma in Digital Marketing

2 AI+ Digital Marketing

■ 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 PPC 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.

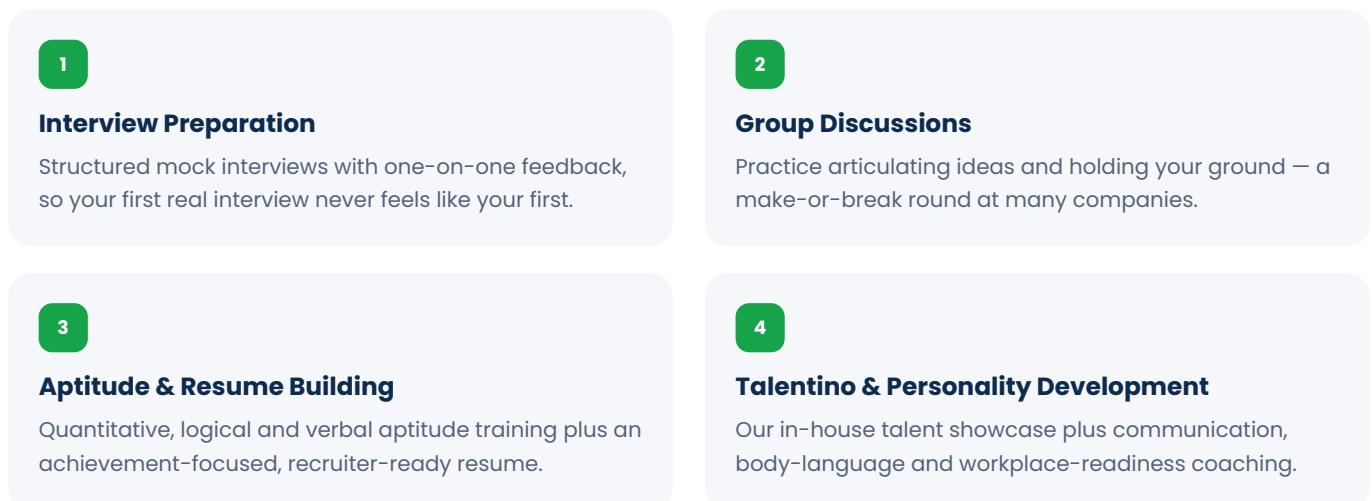
Our Learning Method



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 –
641004

Get In Touch

Phone +91 80860 96664
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.