



# **CENTRE OF EXCELLENCE IN DIGITAL MARKETING**

# OUR MOTTO & VISION

**This is to provide technical integrated skill development programme for the youth of India in the field of digital marketing for a growth engine to provide gainful employment for the youth of India.**



Vast job opportunities  
with 1.23 cr. jobs  
available in India in the  
digital marketing sector

India's booming E  
commerce business of  
over 250 billion dollars  
targeted to reach 1  
trillion dollars by 2030

# OUR JOURNEY



**CEDM is a upstart venture of KDS communications ( 28 years old company) We are pleased to introduce ourselves as India's first complete online Digital Marketing Academy where anyone can learn from anywhere, anytime from the comfort of their home.**

**We started CEDM for the young youth of India. We teach our students with hands on learning starting with 7 days webinar based Workshop, Bachelor level course (3 months, 100hrs) , Masters level course (3 months, 100hrs) , corporate training and one-month fast track (one month, 32 hrs) refresher course related to Digital Marketing. With over 20+ Faculty members and state of the art online infrastructure, we are proud to have one of its kind Digital Marketing Academy.**

**In the leadership of our CEO, Mrs. Ramneet Kaur Das (with 30+ years experience in Marketing & Advertising Industry) and CFO & Technical Head, Mr. Sandeep Das (with 30+ years experience in IT sector), We are empowered with maximum number of women associated with us as we believe in Women Empowerment.**

**We have a stationed office in Toronto, Canada headed by Ms. Priya Das and subsequently plan to enter into offshore processes of Canada, USA, UK, UAE, Australia and Phillipines.**

# OUR METHODOLOGY

**In the arena of Digital Marketing alone, it's the only sunshine industry of India offering 1 crore 20 lakhs jobs within the fiscal year (with an expected growth rate of approx. 24% per annum, Centre of Excellence in Digital Marketing (CEDM) stands as India's premier online digital marketing training platform, offering comprehensive sessions from the comfort of your home, anytime, anywhere with Flexi timings - classes of 2hrs/4 times a week/ 10am to 8pm**





# CEDM CURRICULUM

## OUR MODULES

ELITE  
PRO+

ELITE  
PRO++

ELITE PRO  
COMBO  
(ELITE PRO + &  
ELITE PRO ++)

FAST  
TRACK

APPLY  
FOR JOBS



**MERIT SCHOLARSHIPS  
AWARDS FOR  
DESERVING STUDENTS**

# ELITE PRO +

In a mere three months, our comprehensive program will immerse you in the multifaceted world of digital marketing, covering every aspect from online strategies to design essentials, SEO tactics, and social media prowess.

But what sets Elite Pro + apart isn't just the breadth of our curriculum – it's the depth of our commitment to your success.

## COURSE HIGHLIGHTS:

1. Online Digital Marketing
2. Website Design
3. SEO ( Search Engine Optimisation )
4. Designing Skills
5. Social Media Marketing



**LOWEST, AFFORDABLE &  
POCKET FRIENDLY FEES**

# **ELITE PRO + COMPREHENSIVE ASSESSMENT & CERTIFICATION**

**But wait, there's more! Throughout the course, you'll undergo a series of rigorous tests, live sessions, and practical assignments designed to reinforce your learning and track your progress.**

**Now you are ready for 2 internationally accepted certifications Google Digital Marketing and Semrush SEO certifications.**



**Interest FREE  
3/6 EMI  
Options**

# ELITE PRO + COURSE SCHEDULE

## **PRO+ SMO (50 hrs)**

### **1. Broad Spectrum of Online Digital Marketing – 4 Hours**

1. Online Digital Marketing Vs. Offline Marketing
2. Cutting Edge Technology At Low Cost
3. Level Playing Market-Field

**4 hours**

4. Elements, Platforms & Tools
5. Product Knowledge Gain With Brand Audit
6. Target Audience

### **2. Designing Skills for graphics and videos using CANVA– 18Hours**

1. Introduction to Canva and Design Elements of Posts, Infographics, Logos ETC Using Canva

**2 hours**

2. Conceptualization Of Artwork Using Canva
3. Use Of Canva As A Blackboard

**2 hours**

4. Using Canva As Design/Development Tool
5. Use Of Built-In Templates Of Canva

**2 hours**

6. Use of AI tools (Chat GPT) and Logo/ Banner/ Poster / Infographics Creation using Canva

**4 hours**

7. Creation of Videos/Reels/Short Stories Using Canva

**4 hours**

8. Synchronization Of Voiceover, Music, Videocuts In Canva

**2 hours**

9. Rendering And Generation Of Final Cut Movie In Canva

**2 hours**

### **3. Social Media Marketing (SMM/SMO) – 30 Hours**

1. Introduction Of Social Media Platforms – Facebook, Instagram, LinkedIn, Youtube, Quora Etc.

**6 hours**

2. Creation and optimised settings of Live Platforms For Business Pages
3. Introduction To Meta Business Suite
4. Client's Product Knowledge Gain With Brand Audit
5. Setting up goals as per target audience

**4 hours**

6. Setup campaign plans
7. Method Of Posting on campaign basis (Info graphics, Videos, Reels, Short Stories, Content Writing And Blog Writing)

**4 hours**

8. How to incorporate Four R's  
Relevance  
Reach  
Reels  
Reciprocate

**2 hours**

**SMO Review Live Discussion – 2 hours**

**Hubspot Social Media Marketing Learning - 2 hours**

**Test & Certification – 2 hours**

**CEDM Examination and award of Certificate – 2 hours**

## **PRO+ SEO (50 hrs)**

### **1. Website development & Optimization - 10 Hours**

1. Design And Website Development Skills Using Word press

**10 hours**

### **2. Search Engine Optimisation (SEO) – 38 Hours**

1. What Is Seo?
2. Emphasis On Google Crawler

**4 hours**

### **3. Primary Functions Of Seo**

4. Optimisation Of Keywords & Meta Tags
5. On Page Seo

**8 hours**

6. Off Page Seo
7. Back Links and how to use back links

**10 hours**

8. Content Writing & Blogging

**4 hours**

9. Analytical Optimisation Of Traffic & Website Ranking

**2 hours**

**SEO Review Live Discussion – 2 hours**

**Semrush SEO Certification Learning - 2 hours**

**Test & Certification – 2 hours**

**CEDM Examination and award of Certificate – 2 hours**

Entire learning and career options completely from the comfort of your home





# ELITE PRO ++

Elite Pro++ is the ultimate course designed to equip you with the tools, strategies, and insights needed to thrive in today's competitive online landscape.

Our comprehensive curriculum of 3 Months (100 hours course / 2 hours class, 4 times a week/ choice of sessions from 10am to 8pm) covers a wide array of advanced topics, ensuring that you emerge as a proficient digital marketer ready to conquer any challenge.

## COURSE HIGHLIGHTS:

1. Paid Campaigns Mastery
2. In-depth Analytics
3. Strategic Content Division
4. Expansive Marketing Channels
5. Hands-On Training




**Choice of 6 Flexible  
class timings between  
10am to 8pm**

# **ELITE PRO ++ COMPREHENSIVE ASSESSMENT & CERTIFICATION**

**But wait, there's more! Throughout the course, you'll undergo a series of rigorous tests, live sessions, and practical assignments designed to reinforce your learning and track your progress.**

**Now you are ready for 4 internationally accepted certifications Google Analytics certification, Semrush Analytics certification, Hubspot certification and EMI Denmark certification**



**After Course Completion Our Integrated Network of Top HR Agencies Will Present Your CV to Highly Ranked Companies for Best Career Options**

# ELITE PRO ++ COURSE SCHEDULE

## COMPREHENSIVE ANALYTICS CERTIFICATIONS 50 HOURS

### HANDS ON LEARNING USING DUMMY CAMPAIGNS 20 HOURS

Organic Campaigns and analytical reports

Paid Campaigns and analytical reports

Module with Hands On Learning

### ANALYTICS (ORGANIC & PAID) 20 HOURS

Meta Analytics

Google Analytics

Generation of analytical reports

Optimisation based on correlation of  
Analytical reports

Module with Hands On Learning

Analytic Review and live discussion - 4  
Hours

Training for google analytics - 2 Hours

Google Certification test - 2 hours

Training for Semrush Analytic - 2 hours

Semrush Certification Test - 2 hours

CEDM EXAM 2 HOURS

DIGITAL MARKETING TECHNIQUES - FOR  
REAL TIME LEAD AND CUSTOMER  
GENERATION  
50 HOURS

### GENERATION OF LEADS / REACH/ FOLLOWERS 16 HOURS

Ad Centre of META BUSINESS SUITE

Ad Manager of META BUSINESS SUITE

PPC Marketing

Google Adwords & keywords

How to put money value and no. of days into  
the Ad Centre

Select your geographical location  
(Specified)

Optimised Demographics

choose radius of campaign / Region/  
location/ from business address

Automatic location pickup

Uploading of ad post/ ad video/ ad reel

What is crousel & How to post in crousel

Pay money and start campaign

Day to Day basis study of campaign  
(statistical reports)

### DIRECT DIGITAL MARKETING TECHNIQUES 14 HOURS

Influencer Marketing

YouTube Marketing

Affiliate Marketing

Email Marketing

WhatsApp Marketing

IVR System Marketing

E-Commerce Marketing

### SOFTWARE TOOLS 8 HOURS

SEO tool kit ([www.seotooladda.com](http://www.seotooladda.com))

Screaming Frog Spider SEO

Rankmath/Yoast plugin in Word Press

AHREFS

Google Keyword Planner

Semrush

Campaign Manager Review with live  
discussion - 4

Training for Hubspot Marketing - 2 Hours

Hubspot Certification Test - 2 Hours

Training for EMI (Denmark) - 2 Hours

EMI Certification Test - 2 Hours

CEDM TEST - 2 Hours

EXTRA :-

Detailed Resume creation with format tools  
1 HOUR

Placement approach (ORIENTATION)  
through HR Affiliates 1 HOUR



Outsourcing & Offshore  
Job Opportunities from  
USA, Canada, UK, UAE,  
Australia, philippines etc.

# **ELITE PRO COMBO**

## **(ELITE PRO + & ELITE PRO ++)**

**This is a combination module of Elite pro+ & Elite pro++. The Edge of this offer is to give the students a financial benefit in terms of giving partial tuition fees waiver.**



“

**6 International Certifications  
from Google (2), SEMrush (2),  
Hubspot (1) & E- Marketing  
Institute : Denmark (1)**

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# FAST TRACK & APPLY FOR JOBS

Our Fast-Track Digital Marketing Course is meticulously designed for individuals eager to break into the dynamic world of digital marketing. Whether you're a recent graduate seeking your first job or a seasoned professional aiming for a career pivot, this program is your ticket to success.

With a focus on practical skills and industry-relevant knowledge, our course equips you with the tools to stand out in a competitive job market. You'll master the latest digital marketing strategies, gain hands-on experience with cutting-edge tools, and develop a strong portfolio to showcase your abilities.

We understand that even after completing a digital marketing course, finding the right job can be challenging. That's why we've launched our **APPLY FOR JOBS MODULE** specifically designed for job seekers who have completed their digital marketing training but are still on the hunt for a suitable position.



# **BOARD OF DIRECTORS**

- 1. Priya Das**
- 2. Ruqaiya Zabi**
- 3. Sakshi Modi**
- 4. Ramneet Kaur Das**

# **OUR FACULTY**

Well versed in all dimensions of digital marketing (SEO, SMO & Analytics) matching international standards

1. Sakshi Modi (Dean & Head of Faculty)
2. MOHD. NAYAZ ALAM
3. SOUMYA KAGALKAR
4. RAJBALA NARUKA
5. SUNIL KHATWE
6. HARSHVARDHAN SHUKLA
7. GOPAL
8. SONAL BAIRATHI
9. SUMAIYYA ZABI
10. Nandini Mishra

# REACH US



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**☎ +1 (902) 7177927**

**Please stay connected to us through:**



**SAKSHI MODI**

**(Dean & Head of Faculty)**

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