

Sizcom
Digital
Marketing
Institute



About Us

At Sizcom Digital Marketing Institute, we are with 10 years of experience in the marketing industry. With these years of tremendous achievements, we provide industry updated courses included with professional certification.

What we provide at Sizcom?

- Practical Training – Theory and practical combined learning method.
- Expert Trainers – Training under Industry experts.
- Live Projects – Real time project experience & doubt clearance.
- 100% Life Time Placement Assistance –Job Placement to best companies.
- 3 Months of Intensive Training.
- Lifetime Community Access.

Our Courses



**Digital Marketing
Course**



**Digital Marketing
With Internship
Course**





What are the job opportunities in Digital Marketing?

In today's competitive digital world, businesses need precise strategies to grow and succeed. Digital Marketing, based on data, creates excellent strategies and attracts customers, enabling sustainable growth for business.

Digital Marketing utilizes various online tools and channels like social media, search engines, and email marketing to reach people and attract them.

Carefully planned and optimized campaigns yield real results and help businesses grow.

As a Digital Marketer, you will play a crucial role for all types of business, from small startups to large companies. Your skills in Data Analysis, understanding Customer Behavior, and formulating effective Marketing Strategies are essential for business growth and achieving goals.

- In a world of digital marketing with rapid growth, are you ready to use data and technology to help businesses grow and succeed?



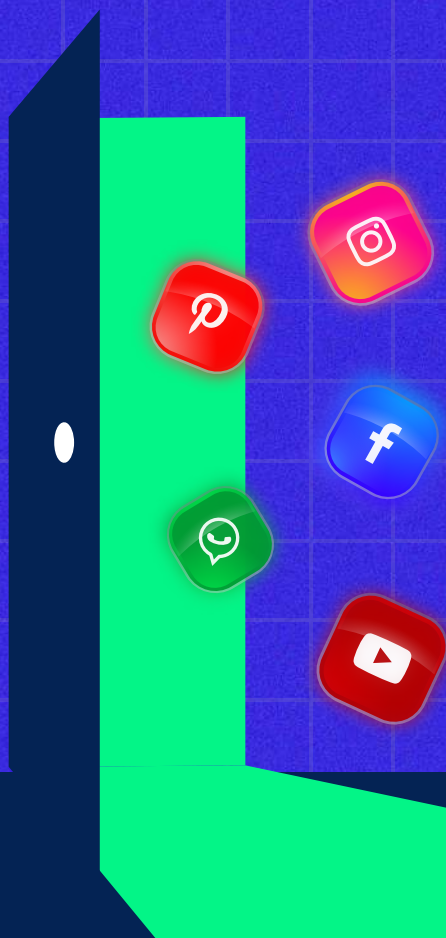
What do companies expect from you as a Digital Marketer?

Ability to understand the uniqueness of businesses, choose and implement strategies.

A keen observation of customer demographics, choose the right campaigns, and generate results through them.

Proficiency to effectively manage the budget and prioritize strategies with high ROI.

Expertise in setting measurable goals and track performance.





Academic Pattern



Study and training under industry experts

Learn from industry-experienced professionals who have worked for international brands.

Build a portfolio with experience proof

Elevate your skills to the next level by doing real projects and assignments with actual clients and businesses.

Learn and grow with our community

Apart from becoming part of our community, you can be byparticipate in live classes and webinars by members working for international brands, and learn new methods and updates.



Digital Marketing Syllabus

Digital Marketing Course (3month)

Basic of Digital Marketing

Customer Persona | Competitor Analysis | Ad Metrics
Marketing Funnel

Social Media Optimisation

Meta (Facebook , Instagram) | LinkedIn | Twitter

Social Media Marketing

Ads Manager | Business settings | Facebook Pixel
Audience creation | Commerce Manager
Billing and Payments | Remarketing

Search Engine Optimisation

Analytics and Tracking | Google tag manager
Google Analytic | YouTube SEO |

Video Production and Designing (Basics)

Poster Designing | Video editing | Content creation

Web Designing

Wordpress (Own Portfolio) | Shopify | HTML (Basics)

Skill Development Sessions including

Mock interviews | Group Discussions | Assessment Tests
Seminar Presentation

Digital Marketing with Internship Course (4 Month)

3 Month Digital Marketing Course + 1 Month Internship
@ Sizcom Digital (Our Digital Marketing Agency)

Internship Includes

Case Study

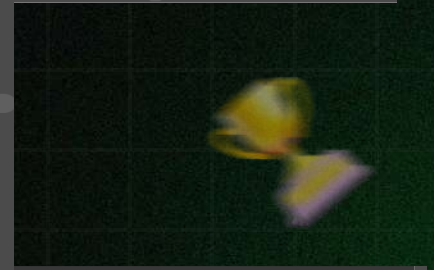
Live projects with real clients

Client Meeting

























Training and Guidance under experienced professionals

One Month internship certificate

Become a Digital Marketer



What are the major tools we use for our course?

And More...

Certifications





Join on
our next batch



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Opposite Planetarium, Kozhikode, Kerala 673006

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