शासकीय कंप्यूटर प्रशिक्षण बोर्ड

Shaskiya Computer Training Board

(Run By GSIDC Nagpur)



CERTIFICATE COURSE | IT & TECHNOLOGY SECTOR

Digital Marketing

Build practical skills to plan, run and review digital marketing campaigns.

DURATION	ELIGIBILITY	SUBJECTS	CERTIFICATE
6 Months	12th Pass	6	SCT Board

sctboard.in

About the Program

The six-month Digital Marketing course introduces students to key online marketing methods and tools. Subjects cover digital marketing fundamentals, search engine optimisation, social media marketing, Google Ads and pay-per-click advertising, email marketing and analytics, and a campaign project. The course is designed to help learners understand how businesses reach audiences through digital channels.

Students explore campaign planning, content, audience selection and performance measurement through the listed subjects. The campaign project provides an opportunity to apply course concepts in a structured assignment. Study arrangements, assessment details and course requirements may vary, so students should confirm the latest information with an SCT Board authorised study centre before admission.

01 **6 Subjects**
All important topics of the course together

6 Months Total
Practical lab training along with theory
02

03 **12th Pass**
Minimum eligibility

Online Exam
Online exam and result at the end of the course
04

05 **Board Certificate**
Marksheet and certificate, online verification

Who is this course for?

- 10th pass students
- 12th pass students
- Job seekers
- Small business owners

Program Highlights

01
Core Concepts
Learn key ideas and channels used in digital marketing.

02
SEO Basics
Explore search visibility, keywords and on-page optimisation.

03
Social Media
Understand social media content, audiences and campaign planning.

04
Measure Results
Study analytics and ways to review campaign performance.

05
Email Marketing
Learn the basics of email campaigns and audience engagement.

06
Campaign Project
Apply course concepts in a structured digital marketing project.

Program Curriculum

Digital Marketing · 6 Months · 6 Subjects

MODULE 01

Module 1: Fundamentals of Digital Marketing
Subject Code: DM101 | Theory | Marks (Pass/Max): Theory 35/100
- » Digital channels
- » Audience and customer journey
- » Content planning
- » Campaign basics

MODULE 02

Module 2: Search Engine Optimization (SEO)
Subject Code: DM102 | Theory | Marks (Pass/Max): Theory 35/100
- » Keyword research
- » On-page SEO
- » Technical SEO basics
- » Search performance

MODULE 03

Module 3: Social Media Marketing
Subject Code: DM103 | Theory | Marks (Pass/Max): Theory 35/100
- » Social media platforms
- » Content calendars
- » Audience engagement
- » Campaign planning

MODULE 04

Module 4: Google Ads & PPC
Subject Code: DM104 | Theory | Marks (Pass/Max): Theory 35/100
- » PPC concepts
- » Campaign structure
- » Keyword targeting
- » Ad performance basics

MODULE 05

Module 5: Email Marketing & Analytics

Subject Code: DM105 | Theory | Marks (Pass/Max): Theory 35/100

- » Email campaign planning
- » Audience lists
- » Email performance metrics
- » Analytics basics

MODULE 06

Module 6: Digital Marketing Campaign Project

Subject Code: DM106 | Theory | Marks (Pass/Max): Theory 35/100

- » Campaign objectives
- » Channel selection
- » Campaign plan
- » Results review

Skills & Tools

You will work hands-on with these during the course.

Campaign Planning	**Keyword Research**	**Content Writing**	**Social Media**
Google Ads	**Email Marketing**	**Web Analytics**	**Audience Targeting**

Career Opportunities

After the course you can work in these fields.

Digital Marketing Assistant
Marketing teams at businesses, agencies and other organisations.

SEO Assistant
Digital agencies, online businesses and in-house marketing teams.

Social Media Assistant
Brands, agencies and organisations managing social media accounts.

PPC Assistant
Advertising agencies and marketing teams running paid campaigns.

Email Marketing Assistant
Businesses and agencies planning email communication.

Content Marketing Assistant
Content teams, digital agencies and online businesses.

Get Certified

After completing the course and passing the online exam, the Shaskiya Computer Training Board marksheet and certificate are given, which are verified on the website with a QR code.



FAQs

What is the eligibility for this course?
The listed minimum qualification is 10th Pass. Contact an SCT Board authorised study centre to confirm any current admission requirements.

How long is the Digital Marketing course?
The course duration is six months. Ask the authorised study centre about the current timetable and schedule.

What is the mode of study?
Study mode and class arrangements may vary by centre. Please confirm available options directly with an SCT Board authorised study centre before applying.

Is there an exam or assessment?
Assessment arrangements and requirements should be confirmed with the authorised study centre, as details may depend on current course procedures.

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LET'S TALK

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For admission: sctboard.in/addmission-form