



SCHOOL OF DESIGN

DESIGN • CREATE • INSPIRE

BACHELOR OF VOCATIONAL STUDIES (B.Voc.)

DIGITAL MARKETING

Turn Your Creativity Into *Digital Success*

A Joint Programme of



&



KALINGA
UNIVERSITY

Naya Raipur, Chhattisgarh

Academic Session 2025-2026

HERO TAGLINE

CREATE • MARKET • GROW • SUCCEED

ABOUT THE PROGRAMME

Build a successful career in the fast-growing digital world through hands-on learning in SEO, Social Media, Google Ads, Content Marketing, Analytics, AI-powered Marketing and Digital Branding. Learn from industry experts through practical projects and internships.



UNIVERSITY
DEGREE



INDUSTRY TRAINING
EVERY SEMESTER



LIVE MARKETING
CAMPAIGNS



PORTFOLIO
DEVELOPMENT



B-134, Lower Ground Floor,
Lower Ground Floor, Noida
PIN: 201301



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080-48048077



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ABOUT THE PROGRAMME

The B.Voc. Digital Marketing programme is a 3-Year (6 Semester), 180-Credit vocational degree designed to prepare students for careers in digital advertising, online branding, content creation and marketing analytics.

The curriculum combines classroom learning with live industry projects, practical assignments, workshops and internship opportunities to build job-ready professionals.

PROGRAMME HIGHLIGHTS

- ✓ SEO & Search Marketing
- ✓ Social Media Marketing
- ✓ Google Ads & Online Advertising
- ✓ Content Marketing
- ✓ AI in Digital Marketing
- ✓ Web Analytics
- ✓ WordPress Website Management
- ✓ Industry Internship

PROGRAMME DURATION



3 Years



6 Semesters



180 Credits

ELIGIBILITY



10+2
(Any Stream)



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WHAT YOU WILL LEARN



DIGITAL MARKETING FUNDAMENTALS

- Marketing Strategy
- Digital Branding
- Consumer Behaviour
- Campaign Planning



PERFORMANCE MARKETING

- Google Ads
- SEO
- SEM
- Social Media Marketing



CREATIVE MARKETING

- Content Writing
- Copywriting
- Email Marketing
- Video Marketing



ANALYTICS & TECHNOLOGY

- Web Analytics
- AI in Digital Marketing
- WordPress
- Data Analysis



PRACTICAL LEARNING

Students gain hands-on experience through:



Live Campaigns



Google Ads Practice



SEO Projects



Social Media Campaigns



Website Development



Portfolio Building



These areas reflect the programme's semester-wise focus, including

Digital Marketing, Google Ads, SEO, Social Media Marketing, Web Analytics, WordPress, AI in Digital Marketing, Data Analysis and Internet Marketing.





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INDUSTRY EXPOSURE

Throughout the programme, students develop practical skills through:

-  Live Industry Projects
-  Google Ads Campaigns
-  SEO Practice
-  Social Media Strategy
-  Website Creation
-  Marketing Analytics
-  Professional Portfolio
-  400+ Hours Industry Internship



CAREER OPPORTUNITIES

Graduates can work as:

- Digital Marketing Executive
- SEO Executive
- Social Media Manager
- Google Ads Specialist
- PPC Executive
- Content Marketer
- Web Analytics Executive
- Digital Brand Manager
- Performance Marketer
- Digital Marketing Consultant
- Entrepreneur



WHY CHOOSE AET SCHOOL OF DESIGN?

-  Industry-Oriented Curriculum
-  Practical Learning
-  Live Projects
-  Internship Opportunities
-  Expert Faculty
-  Portfolio Development



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ADMISSIONS OPEN

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UNIVERSITY

WHY CHOOSE THIS PROGRAMME?

- ✓ University Degree
- ✓ Industry-Oriented Learning
- ✓ Live Digital Campaigns
- ✓ Internship Opportunities
- ✓ AI & Analytics Training
- ✓ Professional Portfolio
- ✓ Placement Assistance

CONTACT US

Advanced Educare Training Private Limited



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