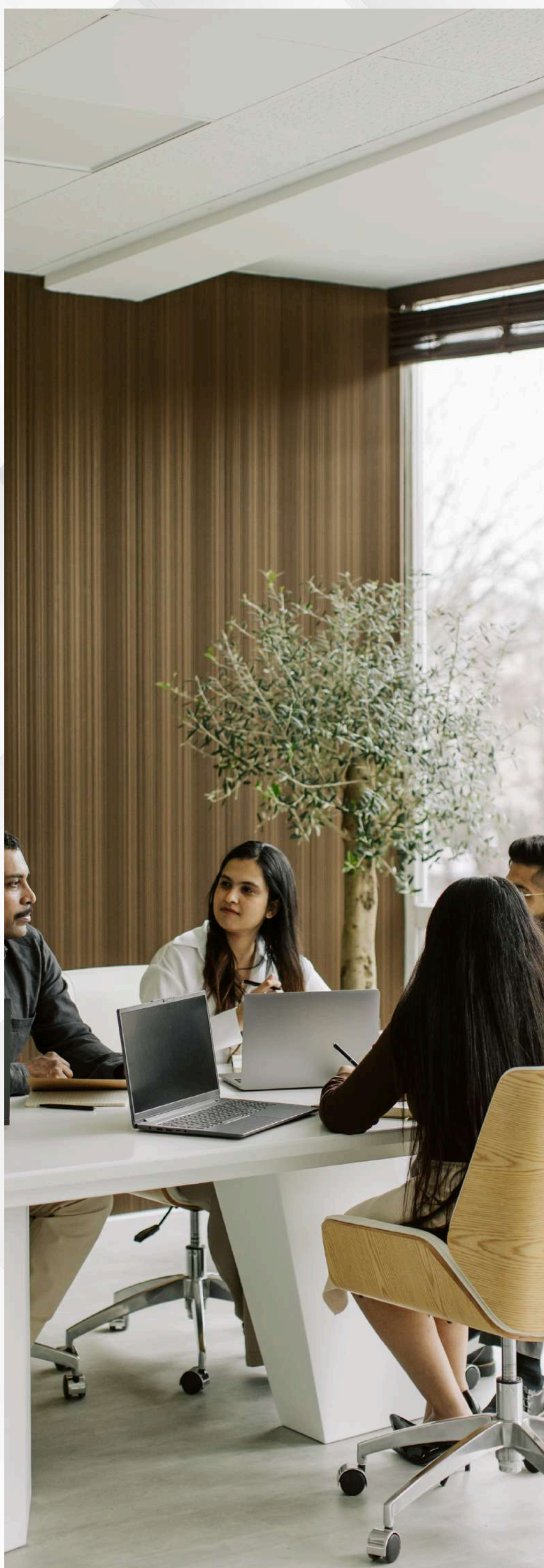




EAKSPHERE
Academy

Diploma Programs in Marketing





Diploma Programs in Marketing Introduction

This catalog highlights the detailed curriculum, recommended faculty expertise, and career outcomes for two advanced diploma programs: Diploma in Digital Marketing and Diploma in Marketing Strategy & Management.

Diploma in Digital Marketing

Curriculum

- » Fundamentals of Digital Marketing & Consumer Behavior
- » SEO, SEM & Keyword Strategy
- » Social Media Campaign Planning & Execution
- » Content Marketing & Storytelling
- » Email Marketing, CRM & Automation Tools
- » Google Ads (Search, Display, Video & Shopping Ads)
- » E-commerce & Mobile Marketing
- » Web Analytics (Google Analytics, Tag Manager, Search Console)
- » Emerging Trends: AI in Marketing, Influencer Marketing
- » Capstone Project – Live Digital Campaign Simulation

Faculty Expertise

- » Digital marketing strategists with industry experience
- » Google-certified professionals in Ads & Analytics
- » Social media marketing specialists
- » Content marketing & brand storytelling experts
- » Practitioners experienced in campaign management for SMEs & global brands

Career Outcomes

- » Digital Marketing Specialist / Executive
- » SEO/SEM Analyst
- » Social Media Manager
- » Content Marketing Strategist
- » E-commerce & Performance Marketing Executive
- » Freelance Digital Marketer / Consultant



Diploma in Marketing Strategy & Management

Curriculum

- » Marketing Strategy & Planning Frameworks
- » Consumer Behavior & Market Research Techniques
- » Product Lifecycle & Brand Positioning
- » Pricing & Distribution Strategies
- » Integrated Marketing Communication (IMC)
- » Digital Marketing Integration into Strategy
- » Global Marketing & Cross-Cultural Branding
- » Leadership & Team Management in Marketing
- » Case Studies: Strategic Success & Failures
- » Capstone Strategic Marketing Plan

Faculty Expertise

- » Experienced marketing strategists & consultants
- » Business school faculty with MBA/PhD in Marketing
- » Brand managers from FMCG, Retail, and Tech industries
- » Professionals in international & cross-cultural marketing
- » Corporate trainers with expertise in leadership & team management

Career Outcomes

- » Marketing Manager / Brand Manager
- » Strategy & Business Development Specialist
- » Product Manager
- » Communication & PR Manager
- » Entrepreneur / Startup Founder (growth strategist role)
- » Senior-level career pathways in Marketing Leadership & Management



Contact Us



EAKSPHERE
Academy

Peaksphere Academy



academy@peaksphere.co.in



+91 63660 07295



www.peaksphereacademy.co.in



No.353/A/1, 11th Cross, 2nd Stage, Doddabasthi Main
Road, Nagadevanahalli, Bangalore – 560056

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