

DAYS/ONE MONTH ONLINE INTERNSHIP PROGRAM POWERED BY  
**UGCPL**



# DIGITAL MARKETING

### Important information related to 45/30 Days Internship Program

- ✚ On registration confirmation, a common whatsapp group will be formed, where the students will be getting all necessary updates including the joining link (MS Teams / Google Meet/Webex) for online sessions.
- ✚ Two-hours online session 3/4 days- per week will be held from 3.30 pm to 5.30 pm or 4:00 pm to 6:00 pm regularly on alternate days basis. Timing schedule/number of days per week may change on request of majority of the participants
- ✚ 25 % of the allocated time will be for real time project work implementation.
- ✚ Project work will be in group of students (group will be consisting of a maximum of 8 students).
- ✚ Submission of complete project report by the participant is mandatory for the Internship Certification– One copy of the project report needs to be submitted at the parent Institution/Department and another copy will be required to be submitted to UGCPL Training Team.
- ✚ Software based project work will be free of cost and sufficient requirement for the Internship Certification.
- ✚ Upon submission of project report in the concerned parent Institute/Department, the participants will be able to download their Internship Certificates within 10 to 15 working days from our website ([www.ugcpl-india.com](http://www.ugcpl-india.com)). The hard copy of the certificates will be submitted to the T&P Cell of the concerned University/Institute by UGCPL within 20 days time period.
- ✚ The participants will have to make their own arrangement of resources like Laptop or PC or smart phone and internet connectivity for attending the sessions through MS Teams/Google Meet/Webex platform.

## HOW TO REGISTER

## Unati Global Connect Private Limited (UGCPL) | Integrity | Sanctity | Commitment |

Please follow the following steps for successfully registering in our Training-cum-Internship program.

**Step 1:** Please select the area of Internships-cum-Industrial training you wish to enrol.

**Step 2:** Visit our website [www.ugcpl-india.com](http://www.ugcpl-india.com)

**Step 3:** Click on **Register Now** tab in top right corner given in our website by paying the necessary fees. OR you can also click in the given link: <https://www.ugcpl-india.com/register.aspx>

**Step 4:** You will receive confirmation of payment in e-mail post successful payment within 3 days.

**Step 5:** You will receive the Whatsapp Group Link for your specific batch/areas of Internship at least 3 days prior to start of Internship through e- mail. Please provide correct e-mail address during registration

**Step 6:** You will receive the class joining link and schedule details over whatsapp group as well as in your registered e-mail address.

**Step 7:** Once you have successfully completed the Internship programme and submitted the project report, you will be able to download your Internship Certificate.

### Course Structure/Schedule of the Internship on **DIGITAL MARKETING**

#### Module I: Search Engine Marketing

- ✚ Understand & Create Customer Journey Keyword Research & Planning.
- ✚ Search & Smart Display Campaigns.

#### Module II: Social Media Marketing

- ✚ Facebook Marketing.
- ✚ Instagram Marketing.
- ✚ Twitter Marketing.
- ✚ LinkedIn Marketing.

#### Module III: Email Marketing

- ✚ How to write effective content.
- ✚ How to increase leads through nurturing.
- ✚ Email Marketing Strategies for B2B & B2C businesses Drip Email Campaigns.
- ✚ Best Email Templates for Communication.

#### Module IV: Web Analytics

- ✚ Understanding Google Analytics (Top Rated tool in Industry) .
- ✚ Website tracking through Google Tag Manager.

#### PROJECT WORK FOLLOWED BY DOCUMENTATION AND PROJECT REPORT SUBMISSION