

# AN INDUSTRY CURATED DIGITAL MARKETING CERTIFICATE COURSE



The world is online; engaging others with data, statistics, innovation, technology and content in various creative formats.

The Digital Brunch plays an important role in nurturing and preparing professionals and entrepreneurs and make them digital ready via curated modules from top notch industry experts.





POWERED BY



[learnattdb@gmail.com](mailto:learnattdb@gmail.com) 

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[www.thedigitalbrunch.com](http://www.thedigitalbrunch.com) 



# REASONS TO JOIN THE DIGITAL BRUNCH

- An industry recognized certificate course

Unlike other courses, at The Digital Brunch, we create a community of students, working professionals and entrepreneurs and continue the learning curve after the course via Whatsapp Groups, Facebook Community and Events.

- 100% internship/placement assistance via assignment based projects from top companies in the city

- 40 hours of intense and curated lectures from industry professionals and experts, spread across one month

- Network with your faculty/industry experts over a Brunch served during class.





# COURSE CURRICULUM

The Digital Brunch offers a perfect beginning to an extensive course to enrich the appetite of understanding the ever evolving Digital Marketing industry. The course covers 12 modules, which extends to a mix of theoretical, practical and class assignments.

-  Introduction to Social Media (Theoretical)
-  Create your first Social Media advertising campaign (Practical)
-  Online Reputation Management (Practical)
-  Content Marketing (Class Assignments)
-  Product Designing (Class Assignment)
-  Search Engine Optimisation (Theoretical & Practical)
-  Search Engine Marketing (Theoretical & Practical)
-  Media Planning and Buying (Theoretical)
-  Web Analytics (Theoretical & Practical)
-  Website Marketing & Development (Theoretical & Class Assignment)
-  Influencer Marketing (Class Assignment)
-  Build your own Digital Marketing Campaign (Presentation)





Course Details	6 Weekend Program	8 Weekend Program	12 Weekend Program
Course Curriculum	12 Modules of Digital Marketing	6-Weekend Program + Google Ad Certification	8-Weekend Program + Google Certifications and Hubspot Certifications
Duration	36 Hours Training	48 Hours Training	72 Hours Training. Only if 5 or more students are there.
Days	Saturdays & Sundays	Saturdays & Sundays	Saturdays & Sundays
Timing	10:00 AM to 1:00 PM	10:00 AM to 1:00 PM	10:00 AM to 1:00 PM
Certificate	Certification of Completion from The Digital Brunch	Dual Certification - Certificate of Completion and Google Ad Certification*	Certification of Completion from The Digital Brunch + 5 certifications
Placement Opportunities	YES! Placement Assistance - upto 5 interview rounds provided.	YES! Placement Assistance - upto 5 interview rounds provided.	YES! Placement Assistance - upto 5 interview rounds provided.
Course Materials	Presentations and study links	Presentations and study links	Presentations and study links
Who should pursue it	Entrepreneurs and Start-ups	Entrepreneurs, Start-ups, Working Professionals and Students	Entrepreneurs, Start-ups, Working Professionals and Students
Seats per batch	Maximum 10	Maximum 10	Maximum 10
Fees	INR 26,000 plus 18% GST	INR 30,000 plus 18% GST	INR 40,000 plus 18% taxes
EMI	3 & 6 Months available at 10% interest rate	3 & 6 Months available at 10% interest rate	3 & 6 Months available at 10% interest rate
Mode of Payment	Cheque and Netbanking	Cheque and Netbanking	Cheque and Netbanking

**Note:** Once the fees is paid it will NOT BE REFUNDED. We will adjust you in other batches till you complete the program.

Certification is basis successfully completing the program and the evaluation procedures. Failing to do so the management holds the full right to deny your certification.

The program will additional provide one-on-one support to professionals looking for business or career counselling.

If you miss out on any session during your program duration we will accommodate you for that particular session in the next batch.

We will assist you in upto 5 interview rounds. In the interview rounds how you perform will lead you to get the job or not. Any false practices are followed to get a job the management has the full right to deny further assistance.



# STUDENTS TESTIMONIALS

"The Digital Brunch was indeed one of the best experiences I have had in the learning field, it was quirky, spontaneous, and interactive. It made my transition from finance to digital media super smooth! The faculty was warm and more than welcoming and the experience has helped me move a step ahead."

NEELAM JAIN

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"In today's world, working as a professional in any field requires some kind of digital knowledge. Only if you understand how the medium works will you be able to use it to your advantage. Learning from experienced individuals gives you insights that you may not find anywhere else. I think The Digital Brunch, with its workshop format is one of the coolest learning experiences I have had :)"

AASHITA AGARWAL

"The Digital Brunch has been a fun learning experience. Having industry mavens who are willing to impart knowledge and experiences, sharing real time facts, the do's and don'ts of the forever evolving digital industry, has been a new learning curve for me. TDB has widened my digital career horizons where it has opened new opportunities for me, and a unique concept of well curated course where learning and good food is whipped together is never a bad idea!"

NIKITA DAVE

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Today having a Social Media Identity has become a necessity, be it professional or personal branding. The Digital Brunch has really hit the right chord, by engaging passionate and working professionals sharing the right exposure and guidance. I can independently take up & successfully build a brand from scratch."

JUGAL SHANKAR H





# FACULTY TESTIMONIALS



"I feel that Digital Brunch comes with a unique concept and their approach towards training people on the digital front is different. With the faculty team that consists of senior leadership across agencies, client side and your Google/FBs they just created that edge that is required. The training modules they have solves what is needed at this moment in the industry. I would recommend this for anyone who wants to get in to the digital industry. It is a fun and exciting way to look at learning beyond the confined four walls of a classroom. The best platform to share and exchange digital ideas and knowledge."

**KRISHNA MOTHEY**  
PRACTICE LEAD - ECOMMERCE  
MEDIA, INDIA & GDD AT  
PUBLICIS MEDIA

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"The Digital Brunch has managed to bring an eclectic mix of people from all walks of life, making teaching and interacting with them very unusual and interesting."

**MITCHELLE CARVAHLO**  
CEO, COGMAT ADVERTISING

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"The complete digital learning experience in the best possible ambience."

**DHANANJAY SAHASRABUDDHE**  
ASSISTANT VICE PRESIDENT  
MARKETING, AMURA MARKETING  
TECHNOLOGIES

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"Real world faculty. Easy going weekend lessons. Consistent help with internships. A definite recommendation for digital marketing."

**SUBHASH DAWDA**  
VP MARKETING - COMMERCIAL  
AND GLOBAL MARKETS, HSBC

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Payment by NEFT / CHEQUE Only

Cheque to be issued in favour of  
**Pixelated Egg Digital Ventures (OPC) Pvt. Ltd.**

Fees will not be refunded once paid

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FOUNDER & DIRECTOR AT PIXELATED EGG DIGITAL VENTURES PVT. LTD.



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