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**GUARANTEED  
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**iFlame School of  
Digital Marketing  
(iSDM)**

**LEARN THE MAGIC OF DIGITAL & SOCIAL MEDIA!**



**CAREER-BUILDING TRAINING COURSE in**

**DIGITAL & SOCIAL MEDIA (DSM)**



A-9, 3rd Floor, Milap Nagar, near Uttam Nagar East Metro Station  
(opp. pillar no. 654), New Delhi-110059  
95600-98826, 81309-92266

## ABOUT US

Flame Communications Pvt. Ltd.([www.flamecom.in](http://www.flamecom.in)) – founded in 1994 by Rohan Ubriani – is a full service advertising, branding & marketing agency.

iFlame ([www.iflame.in](http://www.iflame.in)) is the digital arm of Flame Communications Pvt. Ltd.

iFlame School of Digital Marketing ([iflamesdm.com](http://iflamesdm.com)) is the training venture of Flame Group.

### A Objectives of the Course

- ✓ To instil the importance of Digital and Social Media (DSM) among students who will certainly need DSM knowledge for building their careers in any field.
- ✓ To help students gain an additional critical skill necessary to survive & excel in today's cut-throat competition.
- ✓ To enable students to learn how to leverage DSM expertise in their respective jobs or businesses.
- ✓ To create DSM entrepreneurs.
- ✓ To provide students an additional source of income by using DSM skills as freelancers.

### B Who Should Attend It

- ✓ Post-Graduate Students (MBA/MCA/M.Tech/M.Sc./M.Com/MA) who can combine their specialization with this DSM qualification - making them highly desirable by MNCs & Corporates during Campus Recruitment Drives.
- ✓ Graduate Students (BBA/BCA/B.Tech./B.Sc./B.Com/BA) who wish to enhance their chances for the higher studies at a prestigious institute in India or abroad along with superior employability at any stage of their studies.
- ✓ School Students (Class XI/XII) who would like to build a serious career from very early in their studies and be a step ahead of their peers.

### C Course Highlights

- ✓ Rigorous, intensive & globally relevant Industry-Oriented Digital & Social Media Training Course, with classroom teaching & training, including industry internships & final placements opportunities for all students.
- ✓ Trainer Faculties will include Working Professionals, belonging to their expertise domains of Digital & Social Media, with the background of working for leading organizations like Sony India, Nestle, JWT Worldwide, Nokia, Times of India, Widex, Volvo Eicher, Ferns & Petals, British Council, Oxfam India, UNICEF, CWC, EIL, IRCTC etc.
- ✓ Student Intake: 10 to 30 Per Batch (Weekday/Weekend/Sunday Batches).
- ✓ Total no. of hours of study: 108 (Flexible Timings).
- ✓ Three single day workshops: 6 Hours (10 am to 5 pm).
- ✓ **Guaranteed Internship\*** for all students with well known Organizations/E-Commerce companies/ Digital/Social Media Marketing Agencies.

- ✓ Final Placement Opportunities\* for all students with well known Organizations/E-Commerce companies Digital/Social Media Marketing Agencies, with annual salary packages ranging from INR 1.80 to 3.60 Lacs. *After 4 to 5 years, the annual salary package could be in the region of INR 6 to 12 Lacs, depending upon various factors.*

## D Certificate Course in Digital & Social Media (DSM)

- ✓ Students will be awarded certificates of qualification by iSDM for this prestigious course.
- ✓ Duration: 90 Hours + Three Workshops of 6 Hours each = 108 Hours.

## E Modules

### Module 1: Digital Media

1. Digital Marketing Overview
2. Search Engine Optimization (SEO)
3. Creating Text & Banner Ads
4. Search Engine Marketing (SEM): PPC Advertising/Google Adwords
5. Google Analytics



### Module 2: Social Media

1. Social Media Optimization (SMO): Facebook, YouTube, Twitter, LinkedIn etc.
2. Social Media Marketing (SMM): Facebook, YouTube, Twitter, LinkedIn etc.
3. Mobile Marketing/Blogging/Online Reputation Management (ORM)/Content Management



### Module 3: E-Commerce

1. E-Commerce Marketing
2. Email Marketing
3. Lead Generation for Business
4. Adsense/Affiliate Marketing

## Module 4: Workshops

Workshop 1: Website Planning, Creation & Integration with other digital platforms

Workshop 2: Creating films (ads/videos) for YouTube & other video platforms

Workshop 3: Final Assessment: Project Presentations of DSM Campaigns by Student Groups

### F The Fees

- ✔ Certificate Course in Digital & Social Media: INR 50,000/- per student. (For education institutions, discounted fees can be worked out via discussion).
- ✔ GST @ 18% payable additionally.

### G \*Eligibility Criteria for Internship & Final Placement

- ✔ Student must obtain a minimum 75% of attendance of our Training Course.
- ✔ Student must secure a minimum 75% of marks in our final assessment of his/her DSM knowledge.



#### Sneha Bharti, Sr. Software Engineer (Gernalto)

...Learning Digital & Social Media from Rohan Sir & his faculty colleagues was great fun.... It has changed my professional life like never before!! I will recommend iSDM to all those wishing to fast-track their careers...



#### Yatharth Sinha, Partner (MP Sinha & Associates)

Despite having done B.Tech & LLB, I firmly believe that the knowledge of Digital & Social Media is must in today's highly competitive environment. Now with this DSM training, I have an excellent edge over my peers as I get through in every selection without any problem.

For More Information, Please Contact:



📍 A-9, 3rd Flr, Milap Nagar, near Uttam Nagar E. Metro St. (opp. pillar no. 654), New Delhi-110059

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