



**GUARANTEED
INTERSHIPS!**



**100% JOB
OPPORTUNITIES!**



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



LEARN THE MAGIC OF DIGITAL & SOCIAL MEDIA!



**CAREER-BUILDING
TRAINING COURSE** in

DIGITAL & SOCIAL MEDIA (DSM)



Lead Trainer & Program Convener.
Founder, Flame Communications Pvt. Ltd.

Rohan Ubriani

Founder,
Flame Communications Pvt. Ltd. & iFlame

ABOUT US

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

iFlame (www.iflame.in) is the digital arm of Flame Communications Pvt. Ltd.

iFlame School of Digital Marketing (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/MD) who can combine their specialization with this DSM qualification - making them highly desirable by MNCs & Corporates during Campus Recruitment Drives.
- ✓ Graduate Students (BBA/B.Sc./B.Com/BA/BCA) 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 Course Pedagogy

- ✓ Teaching & Training will largely consist of interactive classroom lectures, business case studies analysis, live projects, audio-visual learning aids, student presentations, industry internships etc.

E Certification

- ✓ Students will be awarded certificates of qualification by iSDM for this prestigious course.

Certificate Course in Digital & Social Media (DSM)

(with 100% Job Opportunities*)

For students wishing to make a Career in Digital & Social Media

Duration: 90 Hours + Three Workshops of 6 Hours each = 108 Hours

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

Module 5 (Optional): Personality Development/Soft Skills Training Modules for professional excellence & career enhancement

1. Communication Skills (Speaking/Writing/Listening/Reading/Body Language)
2. Grooming Skills
3. Presentation/Public Speaking Skills
4. GDPI Skills

F Options for Internships & Final Placements

1. Digital Media Agencies
 2. Social Media Agencies
 3. Full Service Advertising Agencies
 4. Large FMCG Companies (MNCs/Indian)
 5. Print Publications Industry (Daily Newspapers/ Magazines/Publishing companies)
 6. TV Channels
 7. Radio Channels
- And Many More...*

*The list is for indicative purposes only and not an exhaustive one

G Venue Options

- ✓ The course can be conducted at the **premises of the sponsoring institution**, for their students.
- ✓ **India Habitat Centre**, Lodi Road, New Delhi
- ✓ **National Productivity Council**, Lodi Road, New Delhi
- ✓ **YMCA**, Connaught Place, New Delhi
- ✓ **Netaji Subhash Place (NSP)**, Pitam Pura, Delhi
- ✓ Noida | Gurgaon | Outstation (outside Delhi NCR)
- ✓ Online Courses are also available.

H The Fees

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

I *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.



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.



Sneha Bharti
Sr. Software Engineer,
Gemalto

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

J General Details

- ✓ The contents/syllabus of this course is flexible & can be customized to suit specific needs.
- ✓ Payment Terms: 100% in Advance.
- ✓ The payment, in favour of 'Flame Communications Pvt. Ltd.', may be remitted by NEFT/RTGS; or by cheque/draft, payable at Delhi.
- ✓ Course fee includes organizing internships & final placements/opportunities*, courseware (study material in soft copy form) & other organizational expenses for all days of this non-residential program in Delhi NCR.
- ✓ Outstation students will be provided ASSISTANCE in finding a suitable accommodation in Delhi NCR. The cost of accommodation will have to be borne by the students or sponsoring institution.
- ✓ The fee for the outstation course (outside Delhi NCR) will be 50% extra. All costs of travel, lodging & boarding for faculty ARE NOT included in this additional fee, which are to be borne by client additionally.
- ✓ Course fee is non-refundable. However, participation by substitute(s) is allowed.



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

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

☎ 95600-98826
98100-39023

✉ info@iflamesdm.com,
isdsm@iflame.in

🌐 www.iflamesdm.com
www.iflame.in

K Our MDPs For Corporates (Detailed Brochure Available)

- ✓ One-Day Management Development Program (MDP) on Digital & Social Media (DSM) (6 Hours) - For acquiring basic and professional understanding of DSM.
- ✓ Two-Days MDP on Digital & Social Media (DSM) (12 Hours) - With Hands-on Practical Sessions for learning how DSM works by Do-It-Yourself (DIY) method.
- ✓ Five-Days MDP on Digital & Social Media (30 Hours) - For using Digital & Social Media in daily work for enhancing performance and optimizing revenues & costs.