

KGISL MicroCollege

— Genius as a Service (GaaS) —

Professional Certification in

Digital Marketing & Business Analytics



KGiSL MicroCollege

We are training young people for top IT and non-IT jobs in MNCs and startups across India. Our professional certification programs are a unique combination of technical skills, human support and project-based hands-on learning to set your career in motion.

Upskilling courses for in-demand careers

Professional Certification in



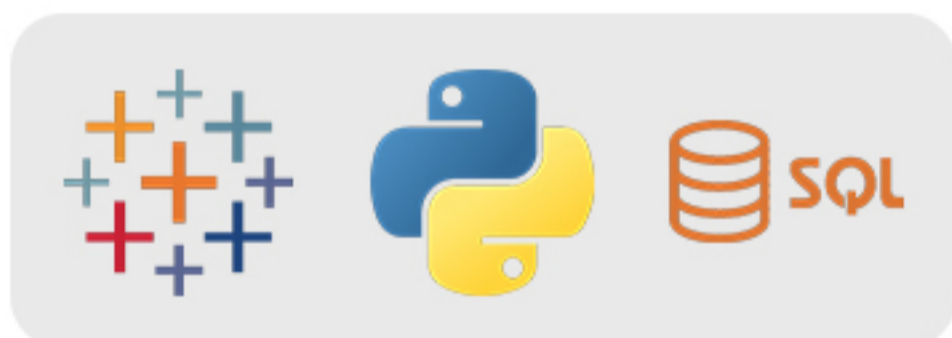
Full Stack Development, UI/UX & Software Testing



Cybersecurity with Networking, Linux and AWS



Banking and Financial Services



Data Analytics and Data Science



Digital Marketing & Business Analytics



Global Certification in SAP
(Advanced HANA Modules)



Launching Careers

Since 2021

3000+

Learners & counting

87%

Learners found their dream jobs

350+

Hiring Partners



The Program: Highlights

This program covers:



Digital Marketing



Business Analytics

Duration

Morning Batch

6 months + Internship*

Evening Batch

8 months + Internship*

Mode

Online / Offline

** min 15 days Internship for all students scoring 80% in all milestone projects*

Projects:

- 1 Capstone project
- 10 Reinforcement projects
- Cross-domain Social Gurukul project*

**For students with an 80% score in the first 5 modules*

Who's it for:

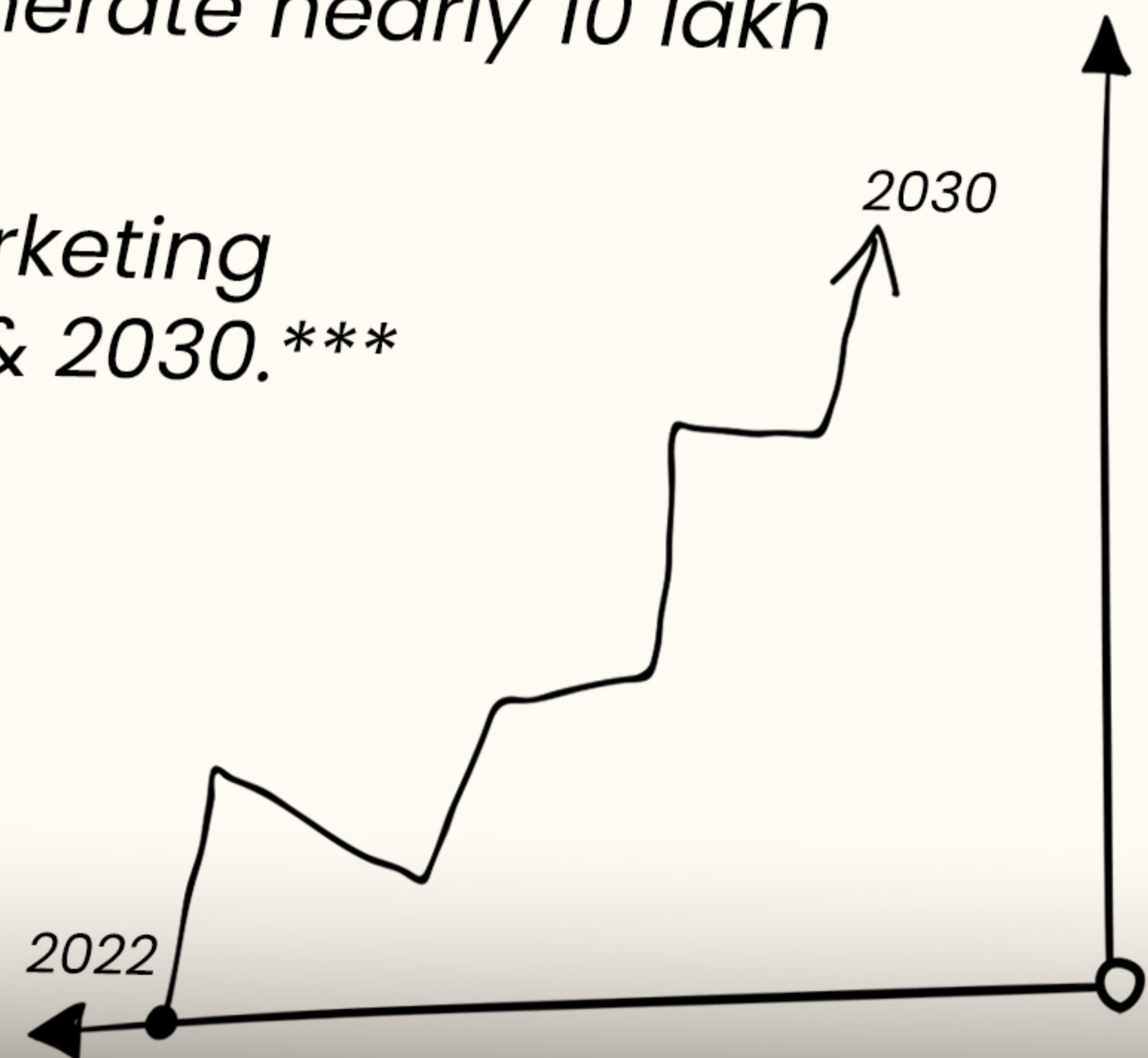
Graduates from all streams
Career transitioners

TODAY'S NEWS

DIGITAL MARKETING IDENTIFIED AS ONE OF THE TOP 10 IN-DEMAND SKILLS OF THE YEAR*

*Indian digital marketing industry to generate nearly 10 lakh jobs in 2024 alone.***

*50% increase in demand for digital marketing professionals expected between 2022 & 2030.****



*Coursera Job Skills of 2024 report
**Goldman Sachs report
***NASSCOM report

A Digital Marketing Career Offers

Roles to fit every interest



Research

- Business Analyst
- Digital Marketing Analyst
- SEO Specialist



Strategy

- Brand Manager
- Digital Marketing Strategist
- Digital Marketing Consultant



Writing

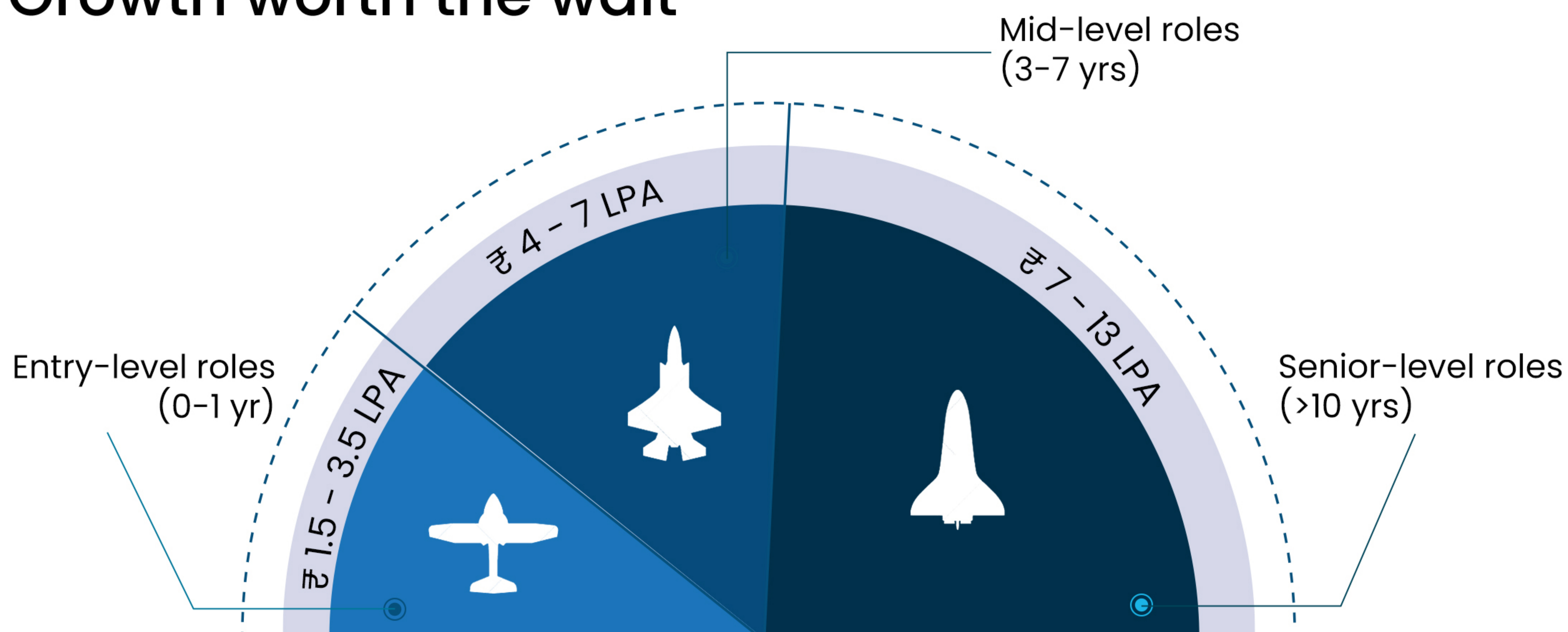
- Copywriter
- Content Writer
- Content Marketer



Social Media

- Digital Marketing Executive
- Social Media Analyst
- Social Media Manager

Growth worth the wait



*Average salary as per Glassdoor report 2023 / 2024

Our Approach to Job-readiness

KGiSL MicroCollege Assessment Test

KAT or KGiSL MicroCollege Assessment Test is an AON-powered career mapping test to win exciting scholarships.

We also use KAT scores to identify students' strong points, guiding them to make informed career decisions.

EPIC Learning Methodology

Our unique method for faster and deeper learning

E Educate

Teaching students through lectures, show-and-tell, and video demonstrations

P Practice

Students practice through guided sessions, hands-on tasks with trainer's support, & addressing challenges

I Implement

Students apply their learning on daily tasks and assignments OR independently work on tasks and assignments

C Communicate

Students share their learning with peers through presentations or self-recorded videos

The Program in Detail

Let's Cover the Curriculum



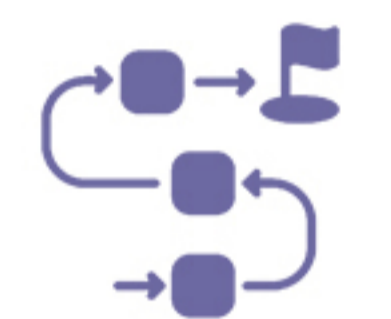
Learner Readiness Program

Students get ready for the program with a thorough grounding in communication, aptitude, and domain overview.



"Sharpening the Axe" Bootcamp

Students get a clear-cut understanding of the absolute fundamentals of the field before diving into the core modules.



Milestones

Milestone 1

- Content Marketing
- Social Media Marketing
- Copywriting
- Influencer & Podcast Marketing

3 Reinforcement Projects

Milestone 3

- Excel
- SQL
- Power BI
- Data Analytics

4 Reinforcement Projects
Capstone Project- Part II

Milestone 2

- Wordpress & e-Commerce
- Search Engine Optimization
- Search Engine Marketing
- Web Analytics
- E-Mail Marketing
- Online Reputation Management

3 Reinforcement Projects
Capstone Project - Part I

Let's Master the Tools



Wordpress



Canva



Shopify



Google Analytics

Google Analytics



Google Ads

Google Ads



Excel



SEMRUSH

SEMrush



Power BI

Power BI



Meta

Meta Ad Library



SQL

SQL



Let's Make You Extra Prepared

Add-on Certifications

One year free access to Coursera courses

Career Assistance

Internship support:

- Minimum 15 days internship

Interview support:

- Mock interviews
- Discussions with industry experts
- Guaranteed interviews with PAN India placement opportunities

Prime-hour support:

- Level-based remediation
- Training support
- Added attention to self-paced learners



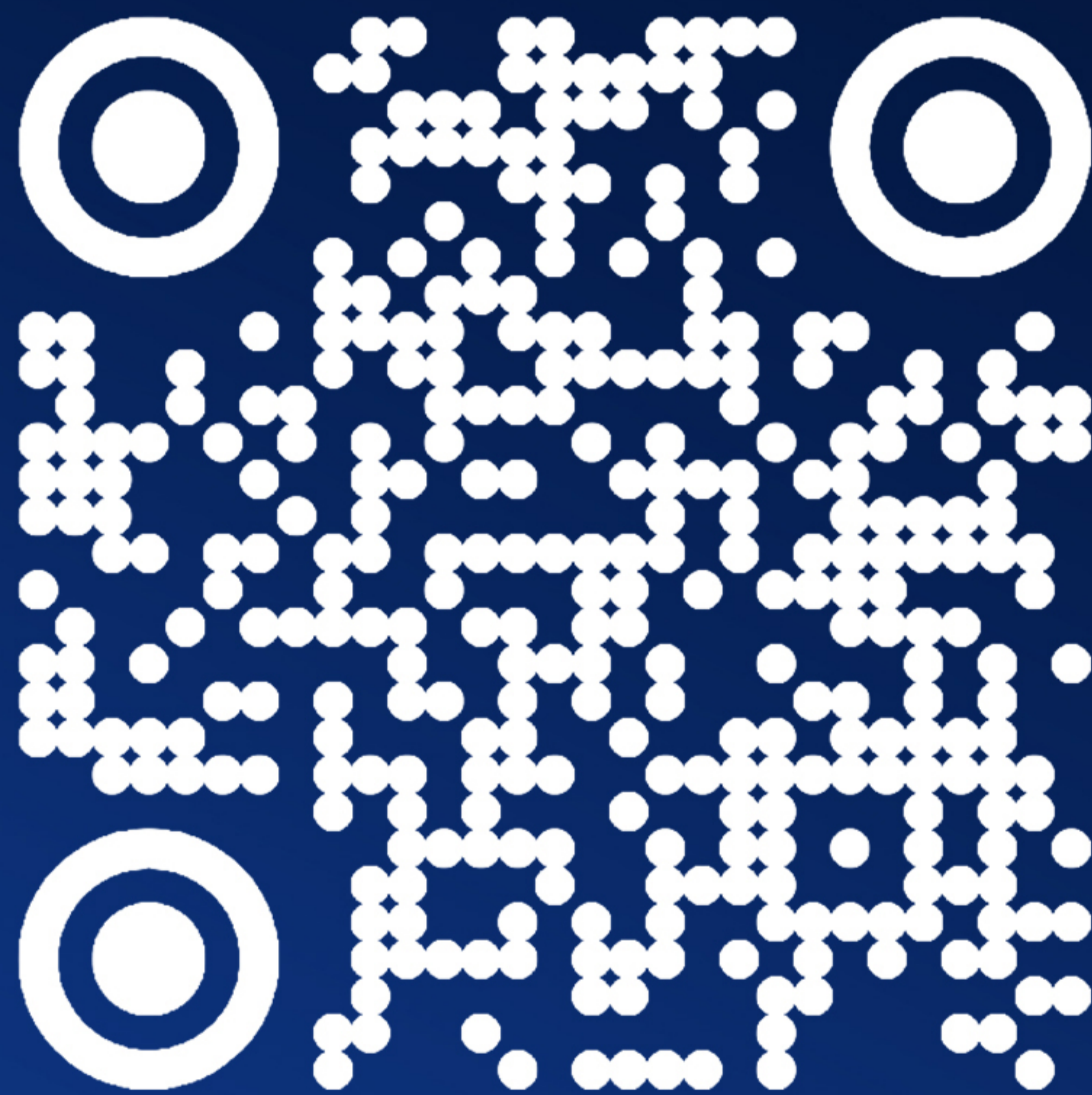
Meet Our Alumni

87% of our students have successfully kickstarted their careers.





We're here to guide you from where you are to the workplaces you want to be in.



Scan to get started

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