



# Bachelor in Digital Marketing (BDM) Degree Programme



## About Pure Professional Skill Development Institute

Pure Professional Skill Development Institute, a registered trust under the Trust Registration Act, stands as a beacon of innovation and empowerment in the realm of education. Holding esteemed certifications including 10A, 12A, 80G, and a PG certificate with the Income Tax Department, we are committed to transparency and credibility in all our endeavors. Our ISO certification and approval by the UGC reflect our dedication to maintaining the highest standards of education excellence. Through our cutting-edge e-learning platform, we empower individuals with the practical skills needed to thrive in today's dynamic job market. Our comprehensive approach includes innovative courses, mentorship programs, and a robust job placement network, all aimed at reshaping employment opportunities and fostering entrepreneurship. Join us in this transformative journey towards a brighter, more skill-driven future.

# Recognitions & Certificates



UGC (University Grants Commission) approval signifies that our institution meets high standards for higher education in India. This recognition ensures credibility, quality education, access to funding, global recognition, and better career opportunities for our students. We are dedicated to providing education that empowers our students for success.



Membership in the Association of Commonwealth Universities (ACU) connects us with over 500 prestigious universities, enhancing our global standing. This affiliation offers opportunities for research collaboration, academic exchanges, and capacity building. Being part of ACU signifies our commitment to high educational standards and international partnerships, providing access to valuable resources and funding opportunities.



BCI (Bar Council of India) approval signifies that our institution meets high standards for legal education in India. This accreditation ensures credibility, quality assurance, global recognition, and better career opportunities for our law students. We are committed to providing comprehensive legal education that prepares our students for success in the field of law.



NCTE (National Council for Teacher Education) approval indicates that our institution meets high standards for teacher education in India. This accreditation ensures credibility, quality assurance, global recognition, and better career opportunities for our teaching students. We are dedicated to providing exemplary education that equips our students with the skills and knowledge to excel in the field of teaching.



The Atal Ranking of Institutions on Innovation Achievements (ARIIA) by the Ministry of Education ranks Indian higher education institutions based on innovation and entrepreneurship. ARIIA recognition signifies our commitment to fostering innovation, promoting research, and supporting startups. This enhances our reputation, encourages industry-academia collaboration, and highlights our dedication to producing graduates ready for technological and entrepreneurial success.



Affiliation with MGNCRE shows our commitment to rural education and development. Working under the Ministry of Education, it promotes rural initiatives. Partnering with MGNCRE, we focus on sustainable development, entrepreneurship, and community engagement. This reflects our dedication to impactful education, empowering students for rural upliftment and national progress.



Receiving the "Excellence in Education" award from Open The Magazine showcases our institution's commitment to high standards and innovative education. It validates our exceptional faculty, infrastructure, and holistic student development approach. This honor boosts our reputation and underscores our dedication to excellence.



ISO 9001:2015 certification demonstrates our commitment to quality management and customer satisfaction. It signifies our implementation of effective processes and continuous improvement, enhancing our credibility and competitiveness.



Being a member of AIU reflects our commitment to higher education standards and collaboration in India. It facilitates networking, sharing best practices, and addressing common challenges. AIU membership strengthens our credibility, fosters academic exchange, and shapes the future of Indian higher education.



As an IIC member (Institution's Innovation Council), we foster innovation and entrepreneurship among students and faculty. Through workshops and initiatives, we encourage creative problem-solving and societal contribution, enhancing industry collaboration and preparing students for leadership roles in innovation.



# WHY CHOOSE US?

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**1**

## **Regional Languages:**

Implementing a wide range of regional language subtitles for our educational videos and courses.

**2**

## **Artificial Intelligence:**

Discover personalized AI-powered learning, offering intuitive interactions tailored to your needs, exclusively on our online education platform.

**3**

## **Report Card:**

Pure Professional Skill Development Institute report cards are easily accessible to parents and guardians

**4**

## **Job Assistance:**

Pure Professional Skill Development Institute is an educational app that offers career guidance, networking opportunities, and practical skills for students to succeed in their academic & professional lives

**5**

## **Highly Qualified Teachers:**

Pure Professional Skill Development Institute boasts a faculty comprising highly qualified professionals such as Chartered Accountants and Lawyers, ensuring top-tier expertise in every course.

**6**

## **In House Job Portal:**

our in-house job portal connects you directly with top employers, offering exclusive, tailored job opportunities that perfectly match your skills and career goals, ensuring a seamless transition from learning to earning.

**7**

### **80-C:**

Benefit from tax deductions under section 80-C when you enroll your child with us, making quality education more affordable for families

**8**

### **ISO Certified:**

Rest assured with our ISO certification, ensuring the highest standards of quality and reliability in every aspect of our education services.

**9**

### **MOU Approved:**

Authorized by universities through Memorandums of Understanding (MoUs), guaranteeing the credibility and recognition of our educational offerings.

**10**

### **Mentorship:**

Pure Professional Skill Development Institute offers a 6-month mentorship program during job. If you face any problem in these 6 months we'll help you to resolve.

**11**

### **EMI Option:**

Pure Professional Skill Development Institute offers EMI options for needy students on all courses, ensuring affordable and accessible quality education.

Compare our unique selling points (USPs) with those of other institutions. No other platform across India offers all these USPs combined.

## Why Bachelor in Digital Marketing (BDM)

Choosing a Bachelor in Digital Marketing (BDM) provides a comprehensive and practical foundation for a career in the dynamic field of digital marketing. This program blends theoretical knowledge with hands-on training, covering essential areas such as SEO, social media marketing, content creation, and data analytics. With a vocational focus, you'll gain real-world experience through internships and projects, making you job-ready by the time you graduate. The demand for digital marketing professionals is rapidly increasing as businesses continue to emphasize their online presence, ensuring a wealth of career opportunities. A B.Voc in Digital Marketing not only equips you with valuable technical skills but also offers industry-relevant insights, making you a sought-after professional in the evolving digital landscape.



### Career Avenues :

- Digital Marketing Executive
- Social Media Coordinator
- SEO Analyst
- PPC Assistant
- Email Marketing Coordinator
- Content Marketing Assistant
- Web Analytics Assistant
- E-commerce Assistant
- Digital Advertising Assistant
- UX/UI Designer Assistant

## Eligibility

**Passed in 10+2 or equivalent in any stream from a recognized Board/  
Council/ University.**

## Duration

**3 Years (6 Semesters)**

## Registration Fee

**2000 (One Time)**



## Program Structure - (First Semester)

Subject code	Subject Name	Credits
DM101	Introduction to Digital Marketing	4
IT102	Fundamentals of Information Web Technology	4
EL204	Basic English	4
OA104	Office Automation	4
CM105	Content Marketing	4
	<b>Total Credits</b>	20

## Second Semester

Subject code	Subject Name	Credits
WD104	Web Designing (HTML & CSS)	4
EM202	E-mail Marketing	4
CRM203	E-CRM	4
SMM204	Social Media Marketing	4
SEO205	Search Engine Optimization (SEO)	4
	<b>Total Credits</b>	20

# Third Semester

Subject code	Subject Name	Credits
WP301	WordPress	4
JS301	JavaScript	4
EC303	E-commerce	4
AM301	Affiliate Marketing	4
AP301	Photoshop (MAC)	4
	<b>Total Credits</b>	20

# Fourth Semester

Subject code	Subject Name	Credits
MM401	Mobile Marketing	4
CS502	Cyber Security	4
SCM403	Supply Chain Management	4
MAC406	Adobe Premier Pro (MAC)	4
EPS405	Entrepreneurship	4
	<b>Total Credits</b>	20

## Fifth Semester

Subject code	Subject Name	Credits
GAP501	Search engine Marketing	4
WA502	Web Analytics	4
VM503	Influencer & Video Marketing	4
AI504	AI Tools in Digital Marketing	4
CP505	Capstone Project / Portfolio Development	4
	<b>Total Credits</b>	<b>20</b>

## Sixth Semester

Subject code	Subject Name	Credits
IN601	Internship (Full Time)	20
	<b>Total Credits</b>	<b>20</b>

**Grand Total : 120**

# HOW TO APPLY?



Download Pure Professional app from Google Play Store or Apple App Store.

**SIGN UP**

Sign Up using your Mobile Number or E-mail id.



Complete your Profile.



Select Course you want to enroll.



Pay using UPI or Net Banking.



After Payment confirmation you are all done.

# CONTACT US



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