



Professional Certificate Course in Digital Marketing,

curated in association with



IIT Guwahati



About HODM

HODM is a community driven Ed-Tech platform that offers multiple career hacks and domain-specific training by 200+ elite experts in Digital Marketing. Since our inception in 2017, Our primary objective is to make quality education affordable and accessible, where learning translates into earning – a true "**Learn to Earn**" experience.

We are supported by



100+

Colleges associated



100%

Placement Assistance*



15

City presence



250k

Combined Community
Members



50+

Hiring partner



200

Industry Experts



Upto

24 LPA



10k

Trained Students

Premium Certificate

Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a Certificate of Completion –

“Digital Marketing Course”



Get Free Access To



50+ Hiring Partners



Polished Course Curriculum



Weekly Live Sessions



Live Projects



Meetups



200+ Industry Experts



50+ Case Studies



HODM Community Access



Premium Certification

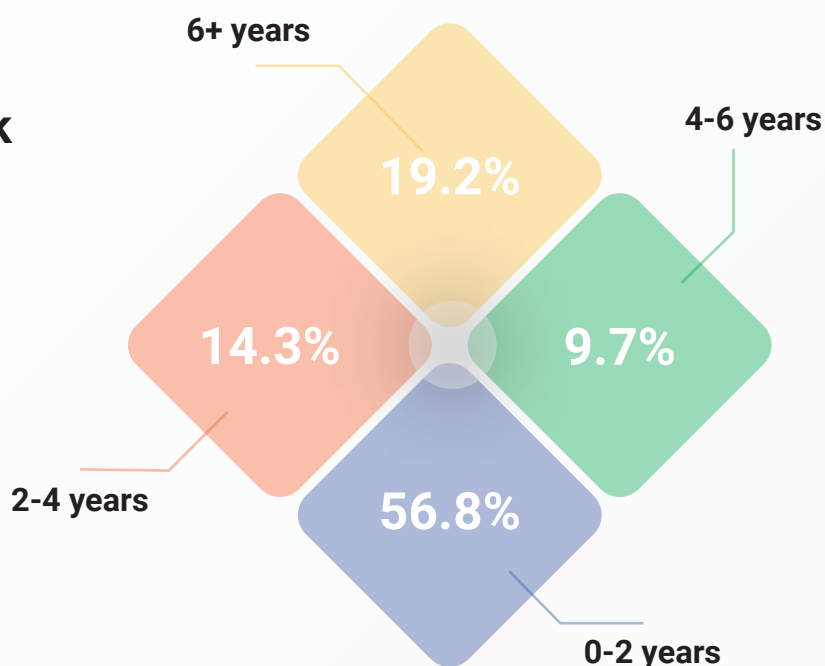


Updated Course Content

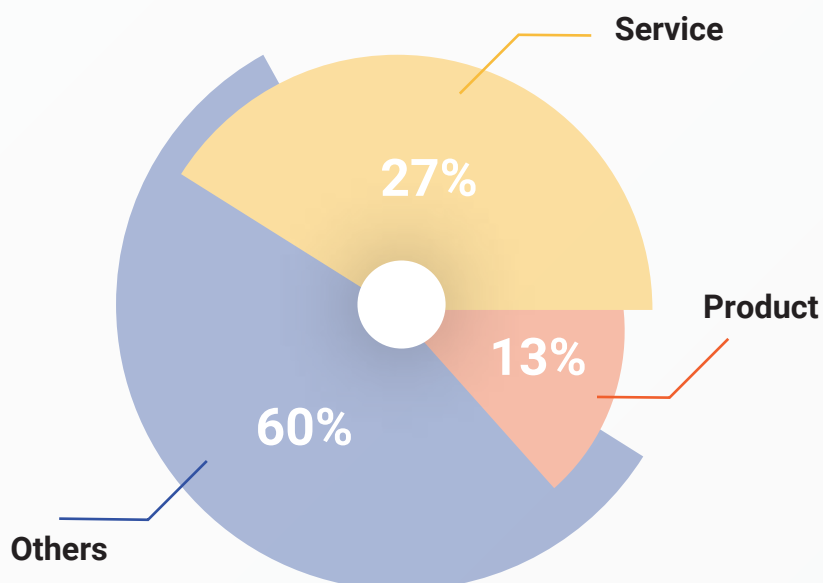
Our Batch Analysis is Exceptional!

While upskilling with experts is beneficial, having an outstanding batch elevates your upskilling journey to a whole new level of challenge and excitement. Get ready to meet your potential batchmates and embark on a promising career.

Learners' Work Experience



Learners' Industry Background



Hodm Alumni Running Agencies



Pratidev Bhardwaj

Founder



Akshit Kapoor

Founder



Satyarth Rai

Founder



Sahil Kanojiya

Founder



Anshu Jhunjunwala

Celebrity Manager/Founder



Ankit Jaitly

Agency Owner



Pranav Batra

Founder and CEO



Abhishek Mittal

CEO



Mansukh nandasana

Founder



Ravindra Singh Chauhan

Co-founder



Krish Sudhanshu

Founder



Vinay Vekaria

Chief Technology Officer



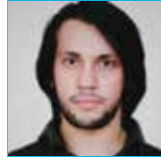
and many more...

Previous Batch Participants



Akash Nair

Digital Communications Specialist,
Condominium Authority of Ontario,
Toronto, Ontario, Canada, Canada



Ravi Tomar

Essence Media com India



Yoegsh

Paytm



Khizer Ali

Head of SEO, ZAGOP, Karachi,
Pakistan



Naveen Lohia

Media Activation Executive,
Essence GroupM



Jahanvi sethi

Media Activation Executive,
Essence GroupM



Nishant Sharma

Altria, Providence, Rhode Island,
United States



Nachiketh S Srivatsa

Lead, Quad Infotech Inc.



Saransh Agarwal

Search Engine Optimization
Specialist, Florasquare



Shiva Vashishtha

Analyst at Schneider Electric,
Gurugram



Chandan Prasad

Brand manager, SUBHAG®
HealthTech



Pranjal Mishra

Sr Program Officer,
QUEST Alliance



Masidur Rahaman

Lead Generation expert,
Tradenet Capital Markets Ltd,
Israel



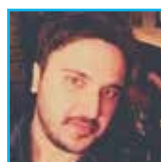
Sumit Thapliyal

Wall communication,
Head of Marketing Department



Adarsh Khiloji

Digital Marketing Manager,
Metro Homes

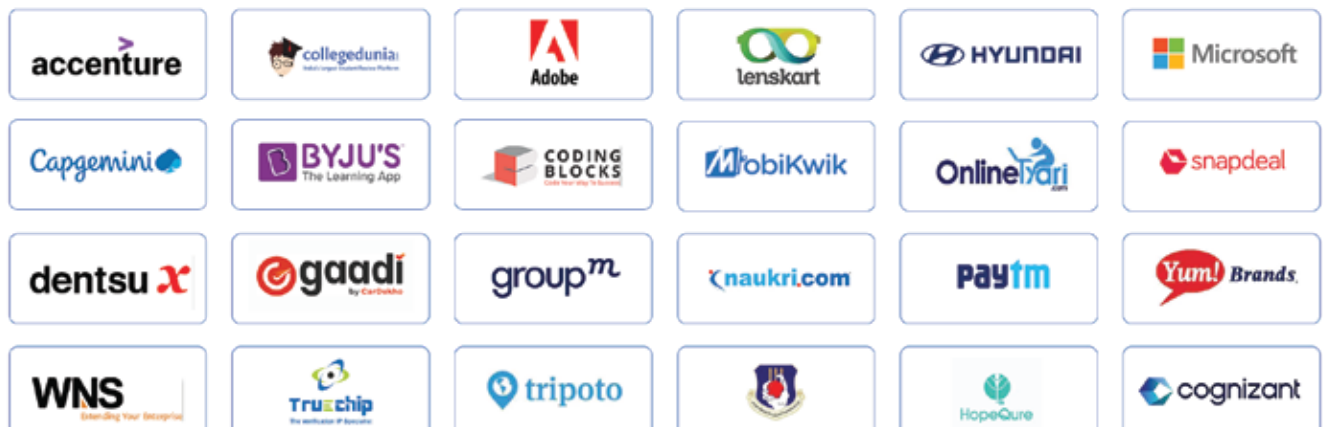


Aditya Bhawnani

Account Director -
Digital, Purple Focus Pvt. Ltd.

and many more...

Our learners work with companies like



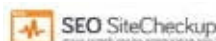
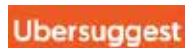
DIGITAL MARKETING TOOL BOX

This program will give you hands-on experience on multiple tools.

Hands-on Tools



SEO Tools



Social Media Marketing Tools:



Keyword Research Tools



Analytics



Others



Who Can Become a Digital Marketer?

Whether you want to move into digital marketing or drive growth for your business through digital platforms, this program is the right one for you. The 2 tracks enable professionals to transition into roles across the Digital Marketing hierarchy. Professionals who will find this program useful are:



College Students



Business Owners



Housewives



Working Professionals



Job Seekers



Career Switchers

CAREER IMPACT

1.JOB PLACEMENT

Get an opportunity to interview for 50+ hiring companies partnered with HODM.

Process involved:

Connect with companies that are the best match for you

- Be the first to know about the vacancies to gain an edge in the application process

2.CAREER COUNSELLING

Get personalized career pathing from industry experts to chart out the best opportunities based on your interests.

Process involved:

Determine strengths and weakness of a student

Set goals for better employment results.

3.RESUME FEEDBACK

Our experts will also help you understand the expectations of the industry so you can prepare your resume better.

Process involved:

Evaluating your resume as a prospective employer

Determining areas that might require additional emphasis

Get best resume tips and strategies to land your dream job

4.INTERVIEW PREPARATION

These interviews are customized to the roles that you are applying for. Feedback is also provided at the end of the interviews.

Process involved:

Giving detailed review of the interview

Identifying what you did well and ways to improve

- Giving objective feedback about your competencies in relation to job application.

5.AGENCY SETUP

Become Successful Entrepreneur

LEARNING EXPERIENCE



COMMUNITY SUPPORT

- Community Support is available 7 days a week, 24*7



DAILY DOUBT RESOLUTION

- Daily doubt resolution sessions take place as per requirement.
- The sessions are divided on a course level for learners across cohorts to resolve any query they may have.



INDUSTRY MENTORS

- Receive unparalleled guidance from industry mentors, teaching assistants and graders.



Q&A FORUM

- Timely doubt resolution by Industry experts and peers.
- 100% Expert-verified responses to ensure quality learning.



EXPERT FEEDBACK

- Personalised expert feedback on assignments and projects.
- Regular live sessions by experts to clarify concept related doubts.

Learn by Doing, Not by Sitting in Lectures

See how we teach across all courses



2 week

**LOCAL CLIENT
SCOUTING CHALLENGE**



2 week

**CREATORPRENEUR
CHALLENGE**



2 week

**LEADERSHIP
PROGRAM**



2 week

**AGENCY OPENING
CHALLENGE**



2 week

**1:1 MENTORSHIP
PROGRAM**



2 week

**DIGITAL MARKETING
WEEKEND**



2 week

DROPSHIPPING



2 week

**LEAD GENERATION
CHALLENGE**



Humans Of Digital Marketing

Need More Advice?

Feel Free To Call



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+91 81302 23165