



20  
25



## DIGITAL MARKETING & ANALYTICS PROGRAM (DMAP)

DMAP blends AI tools with real-world marketing for impactful, data-driven success.

**FOR FURTHER DETAILS,  
PLEASE CONTACT:**

 **7065046225**  
 **admissions@dcoil.org**



[dcoil.org](http://dcoil.org)

## AKSHAY RAVESH

CO-FOUNDER AND CEO DCOIL



### FROM THE LEADERSHIP DESK OF DPG UNIVERSE & DCOIL

For over 20 years, DPG Universe has been a leader in education, shaping future professionals through innovation and excellence. At the DPG Center for Occupational and Industry-Linked Learning (DCOIL), we continue this legacy with programs designed to bridge the gap between academic learning and industry demands.

**The Digital Marketing & Analytics Program (DMAP)** exemplifies our mission to provide practical, future-ready education.

This program offers:

- **Hands-On Learning:** Industry-standard tools and live projects to build job-ready skills.
- **Expert Guidance:** Learn from experienced professionals with deep industry expertise.
- **Specialized Tracks:** Focused pathways to become an expert in areas like D2C marketing or B2B affiliate strategies.
- **Placement Support:** Supported by 150+ hiring partners, our placement assistance equips students for success.

At DCOIL, we don't just educate – we transform. Join us and take a decisive step toward a thriving career in the digital economy.

Warm regards,  
Leadership Team  
DCOIL, DPG College

A comprehensive guide to help you make an informed course selection.



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# IS DMAP THE RIGHT FIT FOR YOU?

## Eligibility Criteria for AI-READY Digital

### Marketing Certification:

This program is designed to be accessible yet impactful, catering to diverse backgrounds while ensuring participants are equipped to succeed.

### General Eligibility

#### 1. Educational Background:

- Graduates or final-year students from any field (Marketing, IT, Business, etc.).

#### 2. Professional Experience:

- Preference will be given to professionals with 1-3 years of experience in marketing, sales, or related domains.

#### 3. Technical Requirements:

- Access to a laptop/computer with a stable internet connection.
- Familiarity with basic productivity tools (MS Office/Google Suite).

#### 4. Digital Literacy:

- Basic understanding of digital tools and platforms is mandatory.
- Fluency in English.
- Bridge Program: A 3-week optional bridge course is available for those needing foundational skills in digital literacy.

### Persona-Specific Criteria

- For Marketing Professionals
- For Entrepreneurs
- For Fresh Graduates

DCOIL ADVANTAGE

**18**  
**WEEKS**

Course Duration

**200**  
**+ HOURS**

Course Training

**7+**

**LIVE**

Student Projects

**4**

**UNIQUE**

Portfolio Builder

**1**

#### PATH TO SUCCESS

Empower your career with our dedicated placement support. We're committed to helping you unlock your potential and achieve your goals. Our programs are designed with your success in mind.

**2**

#### LEARN FROM THE BEST

Gain insights from experts with 10+ years of experience at leading companies. Master in-demand skills and get real-world knowledge.

**3**

#### FIND YOUR PERFECT FIT

Explore specialized tracks designed for high-growth careers. Navigate your career with personalized skill and interest matching.

**4**

#### DO, LEARN, SUCCEED

Practical projects that make the theory come to life, validated by experts. Apply skills, build portfolio, and stand out to employers.

# INDUSTRY EXPERTS

12+ years of experience at leading companies.



**Sudhansh Jadon**  
Founder - REISE Digital,  
Malaysia



**Akanksha Madiraju**  
Ex-Publicis, GroupM, IPG,  
Malaysia



**Taniya Dhirasaria**  
Ex-Myntra, Reliance Brands,  
Founder- ZOE



**Ankit Shard**  
Guardian, BellaVita  
Ex-Dentsu, Malaysia



**Udit Goel**  
Ex-Amazon, Nat. Geo.,  
Founder- Clapboard



**Priyanka Chaparia**  
Head of Marketing,  
Perked

CURRICULUM CO-ENGINEERED BY EXPERTS FROM:



# COURSE CURRICULUM

## FOUNDATION CLASSES

Week 1 & 2  
20 Hours

### Foundation of Marketing

Marketing fundamentals & landscape evolution,  
Consumer behaviour (AIDA model), Presentation skills

Week 3 & 4  
20 Hours

### Brand & Creative Strategy

Brand Identity & Storytelling, Need Gap & Positioning  
Analysis, Marketing Mix Analysis

Week 5  
15 Hours

### Content Marketing Mastery

Content Strategy, Storytelling, Content Distribution

Week 6 & 7  
20 Hours

### Search Engine Optimization (SEO)

On-page & off-page SEO, Keyword Research, Technical  
SEO Fundamentals

Week 8  
15 Hours

### Social Media Marketing

Platform Strategies, Community Engagement,  
Influencer Marketing

Week 9 & 10  
20 Hours

### Paid Digital Media

Search, Display, Video, Audio and Social Ads

Week 11 & 12  
20 Hours

### Analytics & Data Interpretation

Google Analytics, Performance Measurement,  
Data-driven Decision-making

Week 13 & 14  
20 Hours

### B2B Affiliate Challenge

Strategy development, acquisition framework, tracking  
model

Disclaimer: The faculty listed may change due to unforeseen circumstances or availability. DCOIL will endeavor to provide qualified and experienced instructors, but cannot guarantee the presence of any specific faculty member.

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MASTER PROJECTS

<p><b>Week 15 &amp; 16</b> 20 Hours</p>	<p><b>D2C Drive Growth</b> Growth Marketing, conversion rate optimization, acquisition strategy</p>
<p><b>Week 17</b> 10 Hours</p>	<p><b>Local Business Digital Transformation</b> Digital audit, Strategy development</p>
<p><b>Week 18 &amp; 19</b> 15 Hours</p>	<p><b>Capstone Project</b> Integrated Digital Marketing Project</p>



1:1 ASSESSMENT

3 Keys to Unlock Your Digital Marketing Dream:

- Master Your Skills:** 20+ assignments & live projects
- Expert Insights:** Individual roadmap to your ideal career
- Career Clarity:** Uncover hidden talents, explore exciting paths

**Start Your Journey Today!**

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DMAP PROJECTS

LIVE PROJECTS



D2C BUSINESS LIVE PROJECT

Collaborate with real D2C brands to launch and scale their online presence, focusing on growth and retention strategies.

B2B AFFILIATE CHALLENGE

Create a B2B affiliate network using content marketing and inbound sales to drive conversions and partnerships.



LOCAL BUSINESS DIGITAL TRANSFORMATION

Digitally transform a local business by boosting online visibility, SEO, and localized ad campaigns.



CAPSTONE PROJECTS

Design and execute a multi-channel digital marketing campaign for a real or simulated business, focusing on customer acquisition, engagement, and retention using AI and data-driven insights.



# DMAP

## CORPORATE IMPACT STUDIES

We have included case studies in our coursework to provide **practical insights, enhance critical thinking, and bridge the gap between theoretical concepts and real-world applications.**



### NIKE

Nike's Digital Transformation: Building a direct-to-consumer ecosystem using AI and digital channels.



### AMUL

Amul's Social Media Branding: Utilizing moment marketing and the iconic Amul Girl for brand storytelling.



### ZOMATO

Zomato's Search Dominance: Utilizing SEO and programmatic advertising to lead in search rankings.



### NETFLIX

Netflix's Content Personalization: Using AI algorithms for personalized recommendations + Content Partnership.



### TANISHQ

Tanishq's #WhenItRingsTrue Campaign: Engaging audiences with influencers and emotional storytelling.



### DIGIT INSURANCE

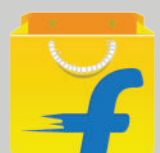
Digit Insurance: Simplifying complex products through innovative campaigns and digital solutions.



### BRITANNIA

Britannia's Global Expansion Campaign: Using localized influencer and social media strategies to expand internationally.

### MORE PROMINENT CORPORATE IMPACT STUDIES FROM TOP BRANDS



**A BLEND OF Fun, Learning, & Growth**

**Unforgettable Days, Lifelong Connections**



**Learn, laugh, live**

**Where Memories are made**



Tired of courses that bombard you with tool names you'll never remember?

DCOIL's digital marketing program goes beyond "tool awareness" and dives deep into practical application.



Harness the true potential of every tool through workable integration and effective prompt crafting.

Powered By



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We assure you get hired in the right role with the right skills.



120+ company connects and an ever-evolving ecosystem.

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# SUCCESS STORIES

## RICHA SHARMA

From stagnant exec to Wunderman Thompson Account Director, DCOIL empowered me. Their advanced courses honed my leadership, strategy, and client management skills. The live projects built a killer portfolio, impressing Wunderman Thompson. Now, I lead a team, exceed client expectations, and experience true career fulfilment. Thank you, DCOIL!

Account Director



## RAHUL SINGH

From coding to captivating content, DCOIL unlocked my hidden marketing potential! As an engineer, data was my friend, but I always craved storytelling. Their practical courses & industry-expert instructors bridged the gap. Now, I'm a Digital Marketing consultant at PR Pundit, crafting engaging campaigns that resonate. DCOIL, you turned my career into code-breaking narratives!

Digital Marketing Consultant  
PR PUNDIT



## MONISHA GUPTA

Moving to Vancouver was a lifelong dream, but landing a marketing job felt like another mountain to climb. DCOIL's practical courses, especially the SEO specialization, equipped me with the skills and confidence I needed. Their industry-expert instructors shared real-world insights, and the live projects gave me a portfolio that resonated with local employers. Within months of landing in Vancouver, I had a marketing associate role! DCOIL wasn't just a course; it was my key to unlocking my Canadian dream.

Project Coordinator (Surrey, BC)

*Progressive Intercultural Community Services (PICS) Society*



The total fee for the DMAP Course is ₹97,500, inclusive of all taxes.

### Scholarship Opportunities: Up to 25% Available

We are committed to making education accessible to all by offering a range of merit- and profile-based scholarships through the DEART Scholarship Test.

#### DEART Scholarship Test

The scholarship test is designed to evaluate candidates on:

1. Analytical Skills
2. Business Awareness
3. Creative Thinking

#### Scholarship Criteria

Scholarships are awarded based on a holistic evaluation:

- **40% Profile Evaluation:** Based on educational and professional background.
- **40% DEART Test Performance:** Percentile scores will determine merit rankings.
- **20% Personal Interview:** Conducted by an expert panel.

**Course Commencement: January 20<sup>th</sup>, 2025**

**TAKE A BIG STEP TOWARD  
PROFESSIONAL SUCCESS!**