

Be a Pro in —

DIGITAL MARKETING WITH MCTA

 THINK DIGITAL.  GO DIGITAL.



MCTA

Marketing Courses Training Academy

 THINK DIGITAL.  GO DIGITAL.

www.mcta.co.in

    /mctamumbai



ISO 9001:2015
Certified Institute



10,000+
Happy Students



3 State-of-the-art
Training Centers









12+ Faculty
On board

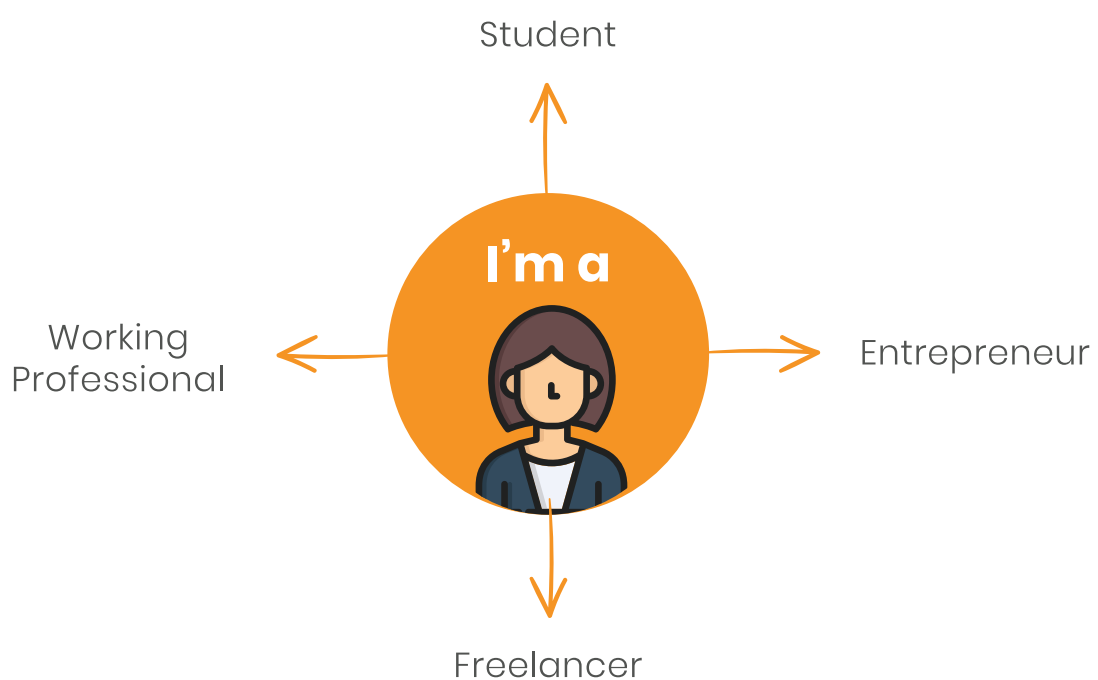
Understanding Digital Marketing



Digital Marketing is the promotion of products or brands via one or more forms of digital media and differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't - typically in real time.

 Wider Reach	 Higher Engagement
 Flexible Approach	 Cost Effective
 High ROI	 Measurable

Who Should Attend The Course?












Why Choose MCTA as your Digital Marketing Training Partner?



At MCTA, we take pride in offering end-to-end digital marketing training program to help you understand various tools and methodologies in the world of digital marketing.

Our state-of-the-art training centers at Mumbai & Navi Mumbai cover all aspects of online marketing including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, Mobile Marketing, Web Chat Process, E-commerce, Drop Shipping & more.

 10,000+ Students Trained	 Internship Opportunities		
 3 Convenient Learning Centers	 100% Placement Assistance	 Live Practicals & Campaigns Exposure	
 7 Industry Recognized Certifications	 1 Year FREE Classroom Training Access	 Industry Best Faculty with 10+ Years of Experience	 Flexible Batch Timings



Education Loan Facility with **0% Interest**

1

Pay the course fees in 9 easy instalments

2

No security deposits,
No collaterals,
No hidden charges.

3

Learn more from our counsellors -

Contact **98218 99890**

Career Opportunities in Digital Marketing

The demand for digital marketing experts is increasing day by day. In next 5 years, all companies around the world, including India are expected to have an online business presence, making 'Digital Marketing' as one of the most popular and preferred career options available today.

Below are the plethora of career options available for you after the course completion at MCTA -



Work with a Creative Ad Agency



Join a Big Corporate Digital Marketing Team



Take up Freelancing Projects & Earn Additional Income



Earn as a Professional Digital Marketing Consultant



Set up your own E-commerce & Drop Shipping business



Become an Expert Digital Marketing Trainer



Start your own Digital Marketing Firm



Be an influencer & earn as a blogger

Top 10 High-Paying Digital Marketing Specialist Roles

01



Digital Marketing Expert

02



SEO Specialist

03



Social Media Campaign Manager

04



Affiliate Manager

05



Content Marketing Expert

06



Paid Media Specialist

07



Ecommerce Manager

08



Email Marketing Expert

09



Web Analytics Executive

10



Media Planning & Buying Professional



PROGRAMS OFFERED

12 Core Modules
with 100+ Topics Covered

Programs Offered

01

Executive Program in Digital Marketing



60 Hours of Learning



7 Core Modules Covered



3 Industry Recognized Certifications

02

Master Program in Digital Marketing



80 Hours of Learning



12 Core Modules Covered



7 Industry Recognized Certifications

Sr. No.	Modules	Executive Program in Digital Marketing	Master Program in Digital Marketing
01	SEO + WordPress Web Design + Blog Management	✓	✓
02	Google Analytics	✓	✓
03	Google AdWords Training (SEM)	✓	✓
04	Mobile Marketing	✓	✓
05	Social Media Marketing	✓	✓
06	Email Marketing	✓	✓
07	Whatsapp & Webchat Process	✓	✓
08	Drip Marketing	✗	✓
09	E-Commerce & Drop Shipping	✗	✓
10	Affiliate Marketing	✗	✓
11	Influencer Marketing	✗	✓
12	Media Buying & Planning	✗	✓

Program Schedule	Weekday (Mon-Wed-Fri) 7:00 pm - 9:00 pm	Weekend (Sat-Sun) 11:00 am - 4:00 pm	Sunday (Sat) 4:30 pm - 7:30 pm
Master Program	3.5 to 4 Months	2.5 Months	5.5 to 6 Months
Executive Program	2.5 Months	6 - 7 Weekends	3.5 to 4 Months

Core Modules Covered

01



SEO + WordPress Web Design + Blog Management

In this module, you will master on various tools and techniques involved in getting your website appear in the top positions of search engines.

DURATION - 16 HOURS

02



Google Analytics

Here you learn everything about Google Analytics & Webmaster Tools to analyse some interesting statistics on your website performance.

DURATION - 04 HOURS

03



Google AdWords Training (SEM)

Learn how to successfully run paid campaigns using Google Adwords including PPC campaigns, Remarketing, Video Ads, Shopping Ads, Gmail Ads & many more.

DURATION - 14 HOURS

04



Mobile Marketing

In this module, we cover all the key elements involved in Mobile Marketing such as SMS marketing, Advertisement on mobile applications, Push notifications etc.

DURATION - 02 HOURS

05



Social Media Marketing

This comprehensive module covers both organic and paid marketing across social media platforms including Facebook, Instagram, LinkedIn, Twitter, YouTube, Blogging and many more.

DURATION - 18 HOURS

06



Email Marketing

Master on all the best practices of email marketing including mailers, strategy, email software, reports & analytics in Email Marketing.

DURATION - 04 HOURS

Core Modules Covered

07



Whatsapp & Webchat Process

Nowadays customers are getting more comfortable with communication via live chat. In this module, you will learn about how to generate revenue for your business using Whatsapp and Chatbots.

DURATION - 02 HOURS

08



Drip Marketing

This covers the lead nurturing process and best practices to improve your lead to conversion rate with the help of communication automation drip marketing techniques.

DURATION - 04 HOURS

09



E-Commerce & Drop Shipping

In this 4 hours session, we will focus on advanced strategies that will teach you how you can start your own e-commerce business & grow it with the use of drop shipping.

DURATION - 04 HOURS

10



Affiliate Marketing

Affiliate marketing is one of the most popular ways to monetize your online content. This session will teach you how you can start earning a passive income as an affiliate marketer.

DURATION - 04 HOURS

11



Influencer Marketing

Learn the art to grow most loyal customers & increase brand awareness with the help of an influencer such as celebrity, blogger etc.

DURATION - 04 HOURS

12



Media Buying & Planning

This module will train you on all aspects involved in the selection of a right platform and right techniques to execute your advertising campaigns effectively.

DURATION - 04 HOURS

7 Industry Recognized Certifications



Google AdWords Search Certification

Google AdWords Display Certification

Google Analytics Certification

HubSpot Inbound Marketing Certification



HubSpot Email Marketing Certification

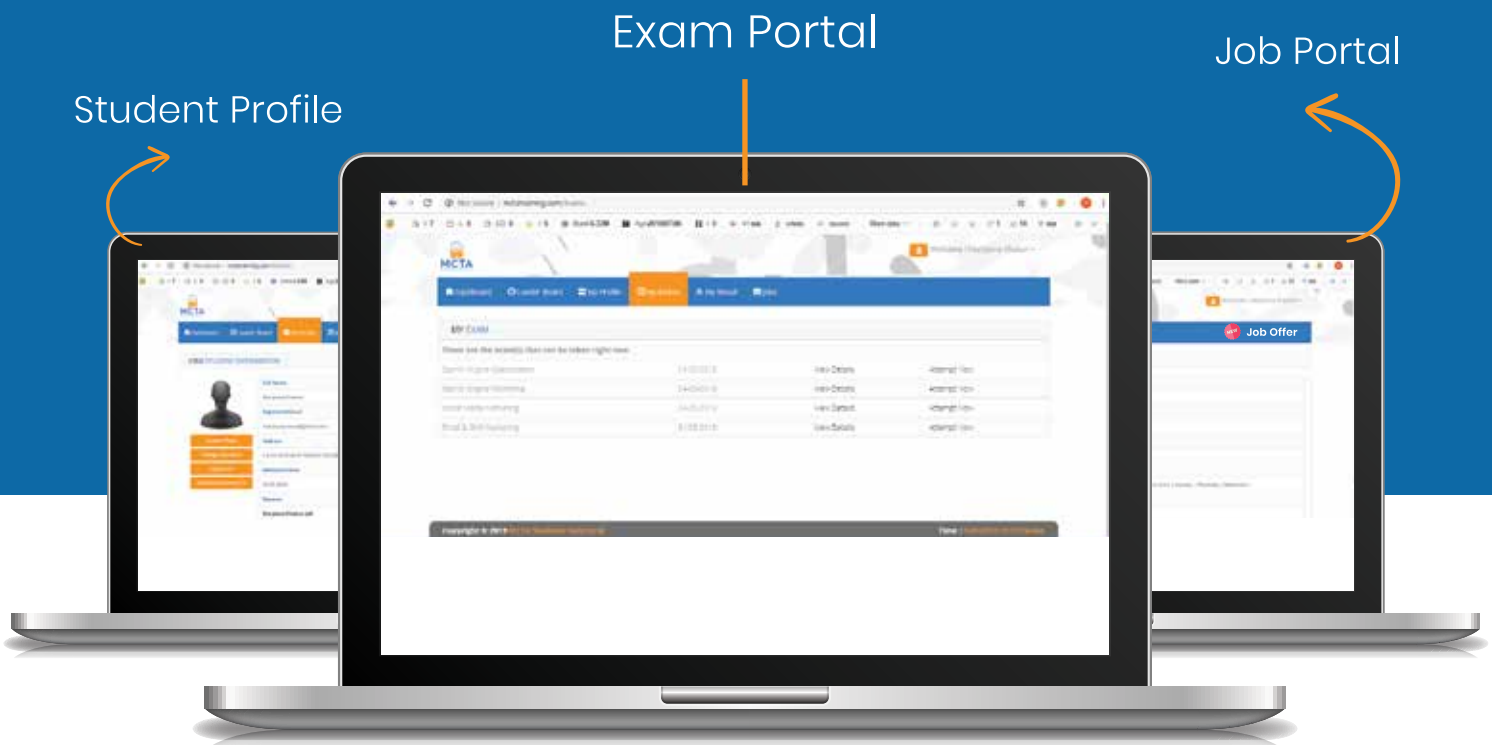
HubSpot Social Media Certification

MCTA Certification

Live Tool Walkthrough

& MORE

Complimentary Exam & Job Portal For Students



At MCTA, we provide you with a complimentary exam & job portal where you can practically prepare for your digital marketing certifications & apply for jobs.

MCTA Placements

MCTA Placements offer students a wonderful opportunity to get placed after the course and provide them the comforts of a safe and secure future. Over the years, we have built a robust Placement Process for our students and have a dedicated Placement Cell who assists our students with end to end placement process.

We have achieved 90% success rate in placing our students in reputed companies. We have about 100+ companies who hire candidates from us.

Apply for Job Instantly and Get 100% Placements Assistance through MCTA Placement Portal

Select the company of your choice and apply for job through MCTA Placement Portal and our Placement Manager takes it from there.



**Search For
Companies**



**Shortlist
Companies**



**Apply For
Jobs**

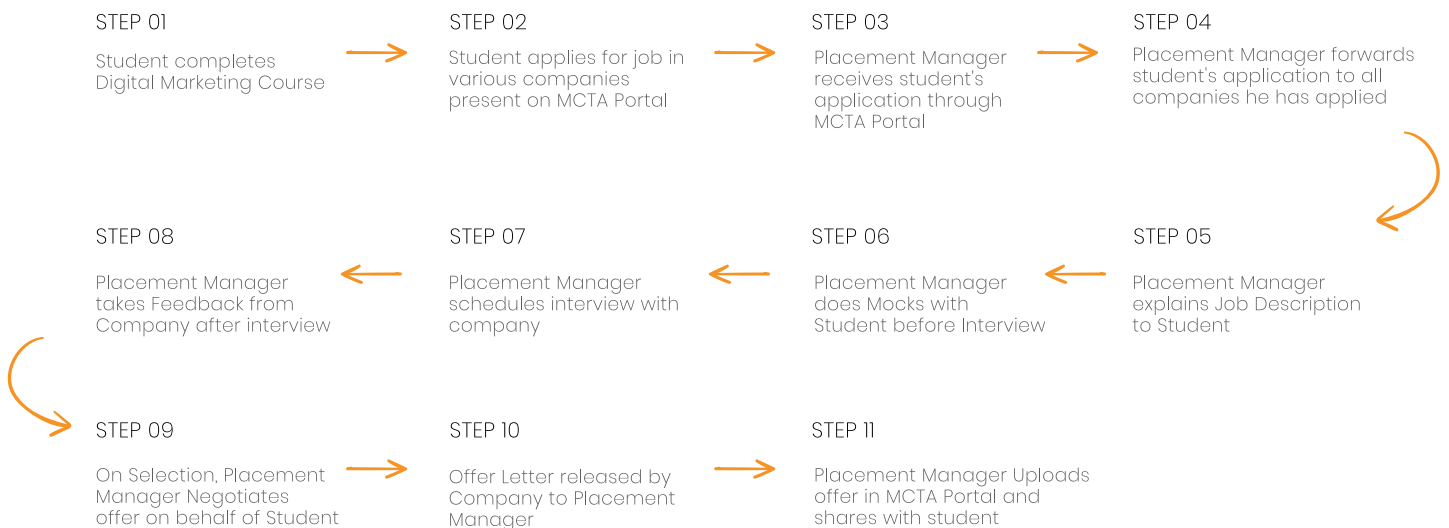


**Get Interview
Scheduled**


























Get Placed

Placement Journey at MCTA Digital Marketing Training Institute



■
Trained Students
 From

MCTA
Convocation & Alumni Meet 2018



Our Campuses





“

Expert faculty, Convenient fee structure, best of facilities & knowledge - All under one roof.

- Ashley Dsouza

”



“

The best digital marketing institute in Mumbai that gives personal attention on each student.

- Suraj Gudhka

”



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The counsellors at MCTA are very friendly. They give you proper guidance and 100% placement assistance. I myself have started working in an MNC through MCTA.

//

- Radhika Raghupathy



“

I have learned the tools and techniques that will help me build my career in digital marketing. I highly recommend MCTA.

- Sayunkta Chopra

”

LEARNING EXPERIENCE @ MCTA



“

MCTA is a great institute to learn digital marketing in-depth with expert trainers, live practicals & hands on experience on different advertising & analytics tools.

- Shashi Vishwakarma

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Undivided attention from the faculty, hands-on experience and time to time session from industry mentors making the learning more exciting.

- Hafiz Khan

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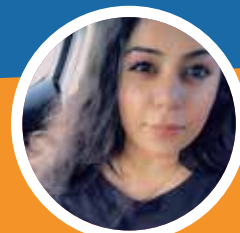


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I am thankful to the faculty at MCTA for making my learning experience memorable. I am confident that I can work in top industries with the knowledge & expertise I have learned at MCTA.

- Rohit Kanwalu

”



“

Joining MCTA was the right decision I have made. It is the best place to start your career in digital marketing.

- Pooja Gaur

”

Start a Rewarding Career with

MCTA'S DIGITAL MARKETING PROGRAMS

Schedule a Counselling Session
with our expert



98218 99890



info@mcta.co.in



www.mcta.co.in

OR visit any of our below mentioned
training centers :

GHATKOPAR

602, G Square,
Jawahar Road,
Next to BMC 'N' Ward,
Above Kalyan Jewellers,
Near Ghatkopar Station,
Ghatkopar (E),
PIN - 400077.

ANDHERI

A1-301, Vertex Vikas Building,
Next to Metro Station
Gate Exit # 4, Court Lane,
Above A to Z Digital Prints,
Opposite Railway Station,
Andheri (East),
PIN - 400069.

VASHI

1004, Tenth Floor,
Haware Infotech Park,
Sector 30A, Plot No. 39,
Near Inorbit Mall,
Vashi, Navi Mumbai,
PIN - 400703.