



APSCHE Approved Internship/Training

ID: IND00000431

Digital Marketing with Practice

This program designed to bridge the gap between academic learning and real-world application by offering participants hands-on training and exposure to the industry's practices, technologies, and challenges.

Domain:
Multiple

Duration:
Custom

Mode:
Online/In-Campus

[Click Here](#)

<https://internstump.com/apsche>

Our Accreditations and Recognitions



About Intern Stump

Intern Stump was announced on 26th June, 2021 and launched on 8th July, 2021 on a mission to make education more accessible, engaging, and effective for everyone. We believe that learning should be a lifelong journey, and that everyone has the potential to succeed. At Intern Stump, We believe that everyone should have access to high-quality skill based education, regardless of their domain background or circumstances. That's why we offer a wide range of online trainings and programs for learners in all skill levels. Intern Stump provides high-quality learning resources that inspire, engage, and enable individuals to achieve their learning goals. We strive to create an inclusive and supportive learning environment where every student can thrive. Intern Stump offers a wide range of courses across various Domains, catering to the diverse interests and needs of our learners. we have come a long way in our journey to make education more engaging, accessible, and effective.

Intern Stump Products

Intern Stump offers EaselInternZ for live project training, SkillNex Data for analytics skills, FinTrack Skills for financial expertise, and Orate Nexus for communication and leadership development. These products provide focused upskilling in their respective areas to enhance career growth.

About the Initiative

Intern Stump, in association with APSCHE, offers Industry-Led Project Oriented Internships designed to provide students and young professionals with hands-on experience across various industries. These internships aim to bridge the gap between academic knowledge and real-world application by allowing participants to work on live projects under the guidance of industry experts. Through this collaboration, Intern Stump ensures that interns gain practical skills, industry insights, and professional exposure, enabling them to confidently transition into their chosen careers.

Internship Programs

These internships are structured to provide an immersive learning environment, enabling interns to develop confidence and a competitive edge in their chosen field. Upon successful completion, participants are awarded certifications, bolstering their resumes and proving their capabilities to potential employers.

Intern Stump's mission is to nurture a skilled workforce that is not only academically competent but also adept at solving real-world problems, thus empowering individuals to excel in their careers while contributing to industry growth and innovation.

Product Stages



Domain Training

Get Subject or Domain training by the Subject Matter Experts



Project Training

Gain hands-on experience through real-world projects.



Skill Training

Interview preparation will be taken care by corporate HRs



Assessment

An Exclusive 8C assessment will be conducted by SMEs

Product Progress



5000+

Certified Learners



500+

Active Learners



08

Available Programs



15+

Partnered Colleges



15+

Recognitions



4.85

Average Rating

Internship Program Structure

Intern Stump is proud to offer Industry-Led Project Oriented Internship Programs that cater to students and young professionals, equipping them with essential practical knowledge and hands-on experience across diverse industries. These programs are meticulously designed to bridge the critical gap between academic learning and professional work environments.

This program designed to bridge the gap between academic learning and real-world application by offering participants hands-on training and exposure to the industry's practices, technologies, and challenges.

Stages in Program



Domain Training

Get Subject or Domain training by the Subject Matter Experts



Live Work Experience

Gain hands-on experience through real-world projects.



Interview Training

Interview preparation will be taken care by corporate HRs



Assessment

An Exclusive 8C assessment will be conducted by SMEs

Program Highlights



Online/In-Campus Training



6 Months Duration



Industry Led Project Training



Doubts Solving Sessions



Interview Preparation



Industry-Led Curriculum



Live Training



Exclusive Activities



Verified Certificate

Weekly Internship Schedule

Duration:
15 Weeks

Day Schedule:
3 Hrs/Day*



Week 01: Training

- Digital Marketing, Traditional Marketing Vs Digital Marketing and its Evolution
- Various Techniques including Offline and Online Digital Marketing and Importance
- Search Engine Optimization Technique in the Digital Marketing
- Need for the SEO, On-Page SEO, Off-Page SEO, Technical SEO and Local SEO
- Strategies and Techniques for the Search Engine Optimization



Week 02: Training

- Marketing Segmentation including Demographic, Psychographic, Geographic and etc.
- Marketing Strategies (Marketing Mix – 4PCs and 7PCs) and Customer Centric Mixing
- Terminology in Digital Marketing Incl. SEO, On-Page, Off-Page, Leads, Traffic etc.
- Social Media Marketing (Facebook, Instagram, LinkedIn and etc. platforms)
- YouTube Chanel Monetization and effective Strategies for YouTube Marketing



Week 03: Training

- The concept of Content Management Systems (WordPress, WIX, Shopify and etc.)
- Case Study on Business Websites Analytics
- Case Study on Digital Marketing Importance for Small Scale Businesses
- Website Analytics (Traffic and Insights) and Google Ad-Sense
- Detailed review on Blogs and Vlogs

*2 Hours Domain Instruction and 1 Hour Assignment

Weekly Internship Schedule

Duration:
15 Weeks

Day Schedule:
3 Hrs/Day*



Week 04: Training

- Competitive Analysis and Framework for the Competitive Analysis
- Network Marketing and Affiliate Marketing. Instruction on the Affiliate Marketing
- Facebook and Instagram Marketing and eye-view on Social Media Marketing
- YouTube Channel Creation, Monetization and Effectiveness of the YouTube Channel
- Inbound Marketing Strategies and Outbound Marketing Strategies



Week 05: Training

- Neuro Marketing Strategies importance of Neuro Marketing Concept
- Digital Marketing Budgeting and Forecasting of the Digital Marketing
- Forecasting of the Digital Marketing Budgeting
- Case Study on Marketing Strategies followed by Local Businesses
- Working on the Google My Business and Bing Business Accounts Creation



Week 06: Training

- Introduction to Tableau and Working with Tableau
- Working with Tableau – Digital Marketing Concern
- Working with Tableau – Digital Marketing Concern
- Working with Tableau – Digital Marketing Concern
- Working with Tableau – Digital Marketing Concern

*2 Hours Domain Instruction and 1 Hour Assignment

Weekly Internship Schedule

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Week 07: Training

- Working with META BUSINESS SUITE
- Working with META SUITE to handle FACEBOOK MARKETING
- Working with META SUITE to handle INSTAGRAM MARKETING
- Boosting and Maintaining Business Profiles in Platforms including LinkedIn
- Working with Advertisements and running them in 'X'



Week 08: Training

- Types of E-Mails as a part of Business and Brand Promotion
- Concept of Product-Life Cycle and stages in the Product Life Cycle
- Recent Developments in the Digital Marketing and Emerging Trends
- Pay-Per-Click and Content Creation and Content Marketing Strategies
- Interest, Online Lead Generation, Conversion and Conversion of the Sale



Week 09: Training

- Power-Point presentation by the students on the various topics in the Domain (1)
- Power-Point presentation by the students on the various topics in the Domain (2)
- Power-Point presentation by the students on the various topics in the Domain (3)
- Power-Point presentation by the students on the various topics in the Domain (4)
- Power-Point presentation by the students on the various topics in the Domain (5)

*2 Hours Domain Instruction and 1 Hour Assignment

Weekly Internship Schedule

Duration:
15 Weeks

Day Schedule:
3 Hrs/Day*



Week 10: Training

- Communication fundamentals, importance, process, barriers, and effective strategies.
- Types of communication: verbal, non-verbal, written, and visual.
- Business communication principles: clarity, conciseness, correctness, and coherence.
- Channels of communication: formal, informal, upward, downward, horizontal flow.
- Interpersonal communication: active listening, empathy, feedback, and trust-building.



Week 11: Training

- Written communication: emails, reports, proposals, memos, and business letters.
- Oral communication: presentations, meetings, public speaking, and interview techniques.
- Non-verbal communication: gestures, body language, tone, and facial expressions.
- Group communication: discussions, teamwork, conflict resolution collaborative decision-making.
- Communication technologies: email, video conferencing, social media, and collaboration tools.



Week 12: Training

- Cross-cultural communication: language, etiquette, diversity, and overcoming cultural barriers.
- Business etiquette: professional behavior, networking, negotiation, and client interactions.
- Written Communication Activities, Leadership and Presentation Activities
- Crafting a compelling resume and effective job searching, business correspondence
- Building LinkedIn Profile and make candidate as Industry-Ready

*2 Hours Domain Instruction and 1 Hour Assignment

Weekly Internship Schedule

Duration:
15 Weeks

Day Schedule:
3 Hrs/Day*



Week 13: Training

- Introduction: Craft objectives, define scope, and explain the study's necessity.
- Establish study context, highlighting its relevance in current business scenarios.
- Draft a precise problem statement addressing gaps and challenges comprehensively.
- Industry profile: Outline history, growth trends, challenges, and industry dynamics.
- Company profile: Detail mission, vision, organizational structure, and business operations.



Week 14: Training

- Analyze company strengths, weaknesses, opportunities, and threats (SWOT analysis).
- Theoretical framework: Explain concepts, models, and theories relevant to study.
- Connect theoretical insights with practical aspects to build study's conceptual foundation.
- Results: Present collected data using tables, charts, graphs, or visualizations.
- Discussion: Analyze findings, linking results with study objectives and literature.



Week 15: Training

- Highlight implications of results for stakeholders, industry practices, or academia.
- Findings: Summarize key insights derived from analysis, supported by evidence.
- Suggestions: Provide actionable recommendations addressing study problems
- Conclusion: Wrap up study by summarizing objectives, methods, and main outcomes.
- Ensure clear, concise writing throughout chapters, emphasizing logical flow and coherence.

*Academic Project Preparation will be done by the students under the Company Coordinator Supervision

Program Fees



Scan to get Fee Details

- ✓ As per the APSICHE Guidelines
- ✓ Live Training Sessions
- ✓ Doubts Solving Sessions
- ✓ Project Preparation Assistance
- ✓ Free Webinars and Workshops
- ✓ Placement Assistance
- ✓ Certificate of Completion
- ✓ Live Work Experience



Scan to get Program Schedule

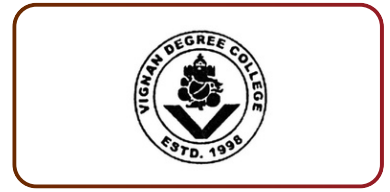
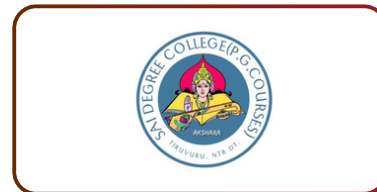
Why Intern Stump Product?

- ✓ Affordable Prices compared to any other Ed-Tech Company
- ✓ Industry Recognized Certificate
- ✓ Startup India Recognised Ed-Tech Company
- ✓ An ISO 9001:2015 and 21001:2018 Certified Company
- ✓ Exclusive Doubts Solving Sessions with Experts
- ✓ Live Work Experience
- ✓ Work Experience Certificate on the Domain
- ✓ Live Training by the Industry and Subject Matter Experts
- ✓ Free Resources and Exclusive Webinars by Industry Experts
- ✓ User Friendly LMS and Website, 24/7 Support from Intern Stump Team



Scan to get more details

Intern Stump Partners



Scan to get more details

Mrs. Ravali Rao

Chairperson, SME Training Panel
O/o Intact Intern Stump Solutions Private Limited
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Addl. SPOCs**Mr. Subhani Shaik**

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