

Masters vs. Diploma vs. Executive Courses in Digital Marketing

Sr. No.	46+ Modules	Executive	Diploma	Masters
1.	Fundamentals to Digital Marketing	✓	✓	✓
2.	HTML/CSS	✗	✗	✓
3.	Website Development (Blog/Corporate)	✗	✓	✓
4.	Ecommerce Website Development	✗	✗	✓
5.	Performance Marketing	✗	✓	✓
6.	Business Listings	✗	✓	✓
7.	SEO - Search Engine Optimization	✓	✓	✓
8.	Google Search Console	✓	✓	✓
9.	Google Ads Certification	✓	✓	✓
10.	Ecommerce Website Marketing	✗	✓	✓
11.	Social Media Marketing	✓	✓	✓
12.	Facebook Marketing	✓	✓	✓
13.	Instagram Marketing	✓	✓	✓
14.	LinkedIn Marketing	✓	✓	✓
15.	Twitter (X) Marketing	✓	✓	✓
16.	Pinterest Marketing	✓	✓	✓
17.	Social Media Automation	✗	✗	✓
18.	TikTok (TTO & TTM)	✗	✗	✓
19.	Artificial Intelligence (AI) in Digital Marketing	✗	✗	✓
20.	Tag Manager Certification	✗	✗	✓
21.	Web Analytics Certification	✓	✓	✓

Start Learning Today:

• Tel: - +91 80700-80999

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		Executive	Diploma	Masters
22.	Email Marketing & Chat Process	✓	✓	✓
23.	Email Automation & Drip Marketing	✗	✗	✓
24.	E-Commerce & Drop Shipping	✗	✗	✓
25.	YouTube (YTO & YTM)	✓	✓	✓
26.	Mobile Marketing (ASO)	✓	✓	✓
27.	Mobile App Development	✗	✗	✓
28.	Affiliate Marketing	✗	✓	✓
29.	AdSense & Blogging	✗	✓	✓
30.	Video Editing	✗	✓	✓
31.	Content Writing & Marketing	✓	✓	✓
32.	Lead Generation & CRO	✓	✓	✓
33.	Landing Page Techniques	✓	✓	✓
34.	Ecommerce and Marketplace	✗	✗	✓
35.	ORM (Online Reputation Management)	✗	✗	✓
36.	Online Media Planning & Buying	✗	✗	✓
37.	Webinar Creation & Marketing	✗	✗	✓
38.	Graphic Design	✓	✓	✓
39.	WhatsApp Automation & Marketing	✗	✗	✓
40.	SMS Marketing	✗	✓	✓
41.	How To Grab Freelancing Projects?	✗	✗	✓
42.	Digital Marketing Tools	✓	✓	✓

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43.	Remarketing and Retargeting	✓	✓	✓
44.	Influencer marketing	✗	✗	✓
45.	Digital Marketing Strategy	✓	✓	✓
46.	Digital Career Preparation	✓	✓	✓

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