

Syllabus

Digital Marketing

- Digital marketing Introduction
- Blog Marketing
- Website Designing with CMS
- Search Engine Optimization (SEO)
- Landing Page Techniques
- Off Page SEO
- Content Marketing
- Google My Business (GMB)
- Social Media Marketing
- WhatsApp Digital Marketing
- Lead generation
- Hashtag Viral Marketing
- Youtube Marketing
- Google Ad Sense
- Affiliate Marketing
- Google Analytics Topics
- Email Marketing
- Search Engine Marketing (SEM)
- Mobile marketing
- PPC (Pay Per Click)
- Freelancing
- Internet Marketing Strategies
- Digital Marketing Certifications
- CMS
- Online Reputation Management
- Google Data Studio
- Live Streaming
- Webinar Marketing
- Media Buying & Selling
- List Building

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Web Design & Development Training

- Understanding HTML
- Cascading Style Sheets (CSS2 & CSS3)
- Introduction to SCSS
- Bootstrap
- Java Script
- JQuery and jQuery UI
- SEO Concepts
- Live Website Design Project
- Hosting First Website
- PHP MySQL Web Developer Syllabus
- Interview Preparation & Placement Assistance

PYTHON FULL STACK WEB DEVELOPMENT

- Understanding HTML4 & HTML5
- Cascading Style Sheets (CSS2 & CSS3)
- Bootstrap
- Java Script
- JQuery and jQuery UI
- Hosting First Website
- Python Overview
- Environment Setup
- Basic Concepts
- Basic Operators in Python
- Loops and Decision Making
- Functions
- Python Modules and Packages
- Basic OOPs Concept
- Decorator, Iterator and Generator Anonymous Function
- File Manipulation
- Python GUI
- SQL and Python
- NoSQL and Python
- Project Demonstration Tkinter with SQL
- Other Concepts
- Advanced Concept – Overviews

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AWS TRAINING

- Introduction to AWS
- AWS Storage
- Installing Software in your Amazon Instance
- Security in Public Cloud
- Alternate access
- Load-balancing with EC2 and Auto Scaling
- CloudWatch to be seen along with Auto Scaling
- Simple Notification Services [to be seen along with Auto Scaling
- Amazon S3 Basics
- Virtual Private Cloud
- AWS-RDS
- AWS-IAM
- Installing Software in your Amazon Instance
- AWS-CloudFormation
- AWS-CloudFront
- AWS-Route53
- AWS-CloudTrail
- Hosting Applications with ElasticBeanstalk
- DynamoDB
- LambdaFunction
- API Gateway
- Simple QueueService
- Compute
- AWS-Automation with Python Boto3module
- Security, Identity and ComplianceManagement
- End user Computing, Organization setup and Resource Sharingwith (SSO)
- AWS System Manager
- AWS CostManagement
- Customer Engagement
- DeveloperTools

Human Resource

- Introduction to Human Resource Management
- Organization Culture
- Talent Acquisition
- Training & Development
- Employee Engagement
- Compensation & Benefits
- Performance management System & Performance Appraisal
- Payroll, Statuary Compliance & Labour Law
- Two hours Session on Important Soft skills

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