

INFOTECH ACADEMY

India's #1 Digital Marketing B-School

Advanced Certification in
**E-Commerce
Management & Digital
Marketing**



**Ideal for B.Com, BMS &
BAF freshers**

About Infotech Academy

Infotech Academy is India's #1 B-School for Digital Marketing. We've upskilled 5000+ learners through 50+ visiting faculties from top Indian startups & Digital Marketing Agencies. Our students don't just learn what brands did in the past — they learn what's coming next.

About Our Courses

India has 1.6 lakh registered startups. It needs marketers who can integrate deeply with these businesses and help them go global. Our courses are designed by experts with 15+ years of experience—people who've shaped the industry. Every program is built with AI at its core.

E-Commerce Landscape In India



Market Opportunity

\$400Bn+
Market Opportunity

19%
CAGR (2024 - 2030)

Venture Capital

\$35Bn+
Total Funding (2014 - 2024)

1900+
Total Deals

Inside the Curriculum

Month 01

Building a Shopify Store

- Understanding Shopify Pricing
 - Setting up a Shopify Store
 - Choosing the right theme
 - Setting up colours and fonts
 - Designing the website
 - Online Payments, Shipping & COD
 - Connecting a Domain Name
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Search Engine Optimisation (SEO)

- On Page & Off Page SEO
 - Keyword Research & Content Optimisation
 - Competitor Tracking & Analysis
 - Technical SEO & GSC
 - Getting Backlinks
 - Creating Audit Reports
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Brand Building

- Fundamentals of Branding
- Visual Identity – Logo, Colors, Typography
- Product vs. Shipment Packaging Design
- Brand Logos – Case Studies
- Building A Brand Book

Inside the Curriculum

Month 02

Meta Ads (Instagram & Facebook)

- Introduction to Meta Business Suite account
 - Campaigns Strategy & Analysis
 - Understanding Type of Ads (Objectives)
 - Audience Targeting
 - Setting up Meta Pixel & Events
 - Re-Marketing / Targeting
 - Setting up conversions and Tracking Sales
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Social Media Marketing

- Content Strategy & Calendar
 - Working with Content Creators
 - Social Analytics & Reports
 - Influencer Marketing
 - Growing on Social Media
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WordPress with AI

- Create a WooCommerce website with using AI
 - Customising an AI build website
 - Product Cataloging on WooCommerce
 - Payments & Shipping setup
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Placement Prep

- Resume Improvisation
- Mock Interviews

Inside the Curriculum

Month 03

Google Ads

- Creating a Google Search Ad
 - Choosing the Right Keywords
 - Writing effective Ad Copy
 - Setting Budget and Daily Spend
 - Tracking Results and Improving Ads
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Selling On Amazon

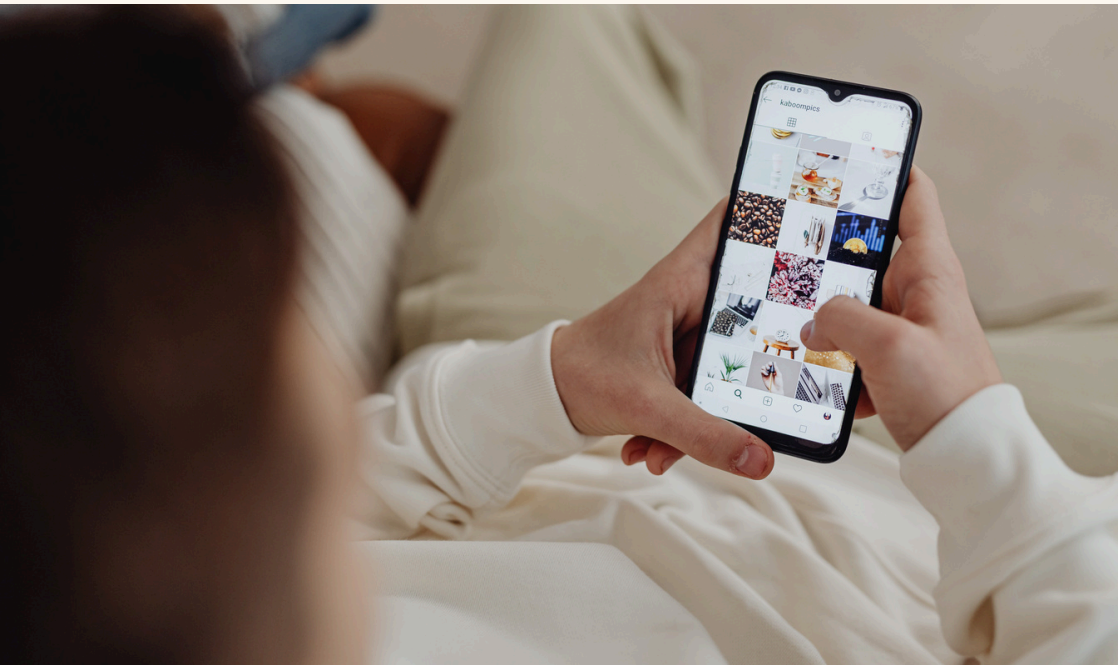
- Amazon Seller Central
 - FBA, FBM & Prime
 - Amazon Fees
 - Amazon Seller Score
 - Amazon Ads Platform
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Retention Marketing

- Retention vs Acquisition
- Tracking Performance KPI's
- Basics of Google Analytics
- Building Customer Loyalty Programs
- WhatsApp Marketing

Master These Industry Tools

Work with tools from analytics to automation, mastering strategies for web traffic, content creation, and campaigns.



Placement Support

Here is how we support you

- Resume Building
- Portfolio Building
- Mock Interview
- Minimum 2 interviews guaranteed



Estimated Salary Range

₹2.4 LPA - ₹4.0 LPA (Freshers)

Potential Job Roles

- E-Commerce Manager
- Web Operations Manager
- Digital Marketer - E-Commerce
- Retention Marketer
- E-Commerce Analyst
- Client relationship executive
- Amazon Ads Manager
- Paid Ads Executive
- Social Media Executive
- UGC Manager

Freelance Potential

Avg. Project Range: ₹10k-50k/month or
₹30k-1.5L/project

Fee Structure

ROI in 3 months

0% EMI

Option 01 - ₹59,000

₹23,000	At The Time Of Admission
₹20,000	30 Days After Course Commencement
₹20,000	60 Days After Course Commencement

Option 02 - ₹55,000

₹30,000	At The Time Of Admission
₹25,000	30 Days After Course Commencement

One Time - No EMI

₹50,000	At The Time Of Admission
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infotechacademy.in

For updated information visit
<https://infotechacademy.in/emdm>



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