



# SDMI Academy Prospectus 2026

## Digital Marketing Courses

Short Digital  
Marketing Course  
(SDMC)

Professional Digital  
Marketing Course  
(PDMC)

Advance Digital  
Marketing Course  
(ADMC)

Master Digital  
Marketing Course  
(MDMC)



# SDMI

Swarn Digital Marketing Institute

# SDMI ACADEMY PROSPECTUS 2026

## Digital Marketing Courses

Short Digital Marketing Course  
(SDMC)

Master Digital Marketing Course  
(MDMC)

Advance Digital Marketing  
Course (ADMC)

Professional Digital Marketing  
Course (PDMC)



# ABOUT **SDMI**

## Digital Marketing Institute

**SDMI** Academy is a leading digital marketing institute, dedicated to equipping students with industry relevant skills. Our courses blend theory with hands-on practice, ensuring career readiness.

### 🔍 | Why SDMI For You ? 🎤



**100% Practical Learning**



**Expert Trainers with Industry Experience**



**Live Projects & Case Studies**



**Freelancing & Job Assistance**



**Certification from SDMI & Industry Leaders**



**AI with each module**

**SDMI Academy is a place where anyone can learn digital marketing in a simple and practical way.**

# Meet the Leadership



## Meet the Founder Ruminder Kaur

Ruminder Kaur is a digital marketing expert and entrepreneur with a degree in English (Hons.) from Delhi University. She began her career at Taj Palace Hotel, New Delhi, gaining valuable business insights before joining Danstring Technologies in 2013, where she serves as CEO. With expertise in Business Development and Digital Marketing, she established SDMI Academy to provide hands-on training and bridge the gap between education and industry needs. Her mission is to empower aspiring marketers with practical skills, real-world strategies, and career-focused learning to excel in today's digital landscape.



## Meet the Co- Founder Vilash Singh



Vilash Singh is a digital marketing expert and career mentor with a B.Tech degree from Lovely Professional University. He gained valuable experience as a Career Counsellor at Digiperform, guiding aspiring professionals toward successful careers in digital marketing.

As the Co-Founder of SDMI Academy, he focuses on designing practical, industry-driven training programs to equip students with real-world skills. His expertise in career development and digital strategies helps students build strong professional foundations. Passionate about education, he is committed to empowering individuals with hands-on learning and career-focused insights to thrive in the digital industry.

# Our Vision

To be the most trusted digital marketing training institute, producing industry ready professionals.



# Our Mission

To empower individuals with cutting-edge digital marketing skills for a successful career in the digital domain.



# Core Values

- Integrity & Excellence
- Innovation & Creativity
- Practical Learning & Implementation
- Career Growth & Development



# Short Digital Marketing Course (SDMC)

Duration  
**45 Days**

FEE : INR  
**12500 Only**

## Course Highlights

- 15 + Modules
- Hands-on Training with Live Projects
- Certification from SDMI Academy
- 5+ Online Certifications
- Canva
- Social Media
- Meta Ads
- Google Ads



## Key Topics Covered

### Introduction to Digital Marketing

#### 1. Canva

- Social Media Post Design
- Reels & Shorts Thumbnails
- Presentation Design
- Logo Design (Beginner Level)

#### 2. Social Media

- Social Media Strategy & Planning
- Content Calendar Creation
- Instagram Marketing
- Facebook Marketing
- LinkedIn Marketing
- YouTube Marketing

#### 3. Meta Ads

- Meta Ads Manager Overview
- Campaign Objectives (Awareness, Leads, Sales)
- Audience Targeting (Custom & Lookalike)
- Ad Creatives & Copywriting

#### 4. Google Ads

- Google Ads Account Setup
- Keyword Research
- Search Ads
- Display Ads
- YouTube Ads
- Shopping Ads



# Advance Digital Marketing Course (ADMC)

Duration  
**6 Months**

FEE : INR  
**35000 Only**

## Course Highlights

- 35+ Modules
- Hands-on Training with Live Projects
- Certification from SDMI Academy
- 15 + Online Certifications
- 2 Months Free Internship
- Freelancing
- Job preparation
- **100% job Assistance**

## Key Topics Covered

1. Introduction to Digital Marketing
2. Website Development (WordPress)
3. Search Engine Optimization (SEO)
4. Social Media Optimization (SMO)
5. Meta Ads (Facebook & Instagram Ads)
6. Google Ads
7. Google Analytics
8. AI Tools (ChatGPT, Gemini, etc.)
9. Canva
10. Local SEO
11. Content Marketing
12. Email Marketing & Automation
13. Advanced Analytics
14. WhatsApp Marketing
15. Affiliate Marketing
16. Video Marketing



# Master Digital Marketing Course (MDMC)

Duration  
**8 Months**

FEE : INR  
**50,000 Only**

## Course Highlights

- 50 + Modules
- Hands-on Training with Live Projects
- Certification from SDMI Academy
- 25 + Online Certifications

**2 Months Free Internship  
Freelancing  
100% Job Assistance**



## Key Topics Covered

1. Introduction to Digital Marketing
2. Website Development (WordPress)
3. Search Engine Optimization (SEO)
4. Social Media Optimization (SMO)
5. Meta Ads (Facebook & Instagram Ads)
6. Google Ads
7. Google Analytics
8. AI Tools (ChatGPT, Gemini, etc.)
9. Canva
10. Local SEO
11. Content Marketing
12. Email Marketing & Automation
13. Advanced Analytics
14. Online Reputation Management (ORM)
15. Whatsapp Marketing
16. Affiliate Marketing
17. Video Marketing
18. Advanced SEO Techniques
19. PPC Campaign Optimization
20. E-commerce Marketing
21. Artificial Intelligence in Digital Marketing
22. Advanced Case Studies and Real-World Applications
23. Career Opportunities & Advanced Job Roles in Digital Marketing
24. 3rd Party E Commerce Platforms Management and Optimization

# Why Join **SDMI Academy** ?



**Industry Recognized Certifications**

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**Job Assistance & Internship Programs**

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**Affordable Fees with Easy Installments**

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**Live Projects with Real World Experience**

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**Personalized Mentorship & Career Guidance**

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**AI with each module**

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# What Our Students Say

Our students love learning with us! Here are some real reviews from people just like you

## Ayush



SDMI Academy changed my life! The teachers are so helpful, and I got a job right after my course. Highly recommend it

## Garima Rawat



The practical training was the best part. I learned so much by working on real projects. Thank you, SDMI!

## Alex



I started with no knowledge, and now I'm confident in digital marketing. The support here is amazing.

## Adarsh



The course was easy to follow, and the job placement help got me a great start in my career!

## Polash



I've seen significant improvement in my skills and confidence. I highly recommend SDMI to anyone looking to kickstart their digital marketing career.

## Disha



(SDMI Academy) It's one of the best places to learn digital marketing.

## Khushi



I'm thrilled to be a part of SDMI Digital Marketing Academy.

## Viraj



The instructors are knowledgeable and supportive, the curriculum is industry-relevant and comprehensive, and the facilities are top-notch.

## Birbal



SDMI Academy in Sant Nagar offers practical, hands-on digital marketing training.

## Diksha



The SDMI session gave me more clarity on which areas of digital marketing I want to focus on — especially SEO and content.

More reviews on [Google My Business](#)  
Join the happy students at SDMI Academy

# Certified Students of **SDMI** Academy

Our students love learning with us! Here are some real reviews from people just like you



**Your Skills. Our Certification. SDMI Academy**  
**Join SDMI Academy – Learn Today, Get Certified**

# Career Options After Digital Marketing Course



**Digital Marketing  
Executive**

**Content Strategist**



**Social Media  
Manager**

**E-commerce  
Marketing Manager**



**Email Marketing  
Specialist**

**Affiliate Marketer**



**SEO Specialist**

**Freelance Digital  
Marketer**



**PPC Expert**

**Digital Marketing  
Consultant**



**Start Your Digital  
Marketing Career Today!**

Enroll now and become a certified digital marketer.  
Take the first step towards a successful career!

# Get In **Touch**

Join our Digital Marketing Institute and master SEO, PPC, Social Media, and more. Contact us today to start your journey toward a successful digital career!



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