



100% Job Assured

Post Graduate Certification Programs

INDUSTRY - INSTITUTE PARTNERSHIP PROGRAMS

DIGITAL MARKETING | GENERATIVE AI | DIGITAL ANALYTICS

10 YEARS OF
EXCELLENCE

+91 8088 998 664 | info@digitalnest.in | www.digitalnest.in

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About Us

- Digital Nest Eduversity is among the first in the private education field offering Post Graduate program in Digital Marketing & Digital Analytics.

Established in the year 2012, Management programs are designed in a way to bridge a gap between the managerial competencies and evolving technological needs.

- After careful consideration of the market
- and industry standards, our academic stalwarts have curated our curriculum in such a way that provides real-time practical exposure which is not offered by the traditional colleges.

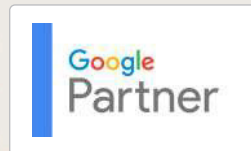
- Drawing on the rich history of excellence in
- education and innovation, Digital Nest Eduversity provides unique and comprehensive curriculum design and delivery methodologies, and hence they come together to offer the best-designed programs.



AWARDS



RECOGNITIONS & AFFILIATIONS



Why Join Us?

- First institute in India to introduce Post Graduate Program in Digital Marketing & Digital Analytics
- Real time training experts and guest lectures from subject matter experts
- Practical oriented learning
- Strong 3000+ alumni network
- 500+ placement partners
- Excellent placement record with placement assurance
- Certification from Jain University, Bangalore
- Hands on live projects
- Placement training and preparation – GD, PI, mock interviews, resume building, etc. to make the candidates industry ready
- Comprehensive curriculum with creative teaching pedagogy
- Academic support from our trainers and dedicated student relationship manager
- Incubation Centre for Entrepreneurship, Innovation & Research.
- 3 - 6 months mandatory industry internship
- Hassle free education loan process from all the leading bank partners



COURSE HIGHLIGHTS



**REAL TIME
EXPERTS**



**3000+ ALUMNI
NETWORK**



**SUBJECT EXPERTS
FROM RENOWNED
UNIVERSITIES**



**INDUSTRY
INTERNSHIP**



**CUTTING-EDGE
CURRICULUM**



**ENTREPRENEURSHIP
DEVELOPMENT**



**PRACTICAL
ORIENTED LEARNING**



**100% PLACEMENT
ASSURANCE**

Our Program Vs Traditional B School Program

Traditional approach to learning is fading away due to lack of knowledge retention.

Unlike general MBA programs where the curriculum is taught by lecturers which fails to inspire and engage students, our students at Digital Nest Eduversity get trained by real-time experts with years of experience in their field thereby providing employable skills to young minds.

Parameter	Digital Nest Program	vs	Traditional B School Program
PLACEMENT	100% Placement Assurance		Only Assistance will be given
REALTIME TRAINING	80% Real Time, 20% Academics		20% Real time, 80% Academics
SESSIONS	Live Simulation Sessions		No Live simulation sessions
CORPORATE TRAINING	Yes		No
FACULTY	Taught by CEO's, CTO's, CMO's & Real time experts		Taught by only professors
CURRICULUM	Curriculum designed according to industry skill set		Curriculum designed by academicians
TEACHING METHODOLOGY	Working on real time projects through out the course		Content is taught through only books
ENTREPRENEURSHIP	Entrepreneurship Development		No Entrepreneurship Development
LEARNING	Activity oriented training		Recite and Memory based learning

Advisory Board



Dr. Harshita Kumar

Professor & Director
Atharva School of Business (ASB)

Dynamic Marketing Professional with 20 years of experience in Media and Education Management industry. A Postgraduate in Marketing, teaches Digital Marketing, Sales Management, Retail Management, and Marketing communication to Management aspirants.



Mr. Ganesh Rayala

M.A, Journalism, Advertising, Communication,
Marketing IIM, Calcutta
Ex-T-HUB DIRECTOR

Entrepreneur, leader, mentor, strategist and a man of vision.
With over 15 years of experience,
Ganesh's professional experience comes from diverse backgrounds like IT, Power, Infrastructure, Waste management, Real estate, Telecom, Retail, and Startup incubation.



Dr. Kunal Gaurav

PhD (Business Administration),
MBA (Gold Medalist),
UGC – NET, PGDTP, AMT, ADM, FISBM

An Expert Academician With 18+ Years of Experience in Management Teaching, Research & Publications, and Academic Administration



Dr. T.S. Poornachandrika

PhD(HRM), MBA, MPHIL.
Associate Professor & HOD in HRM

19 years of experience in Research & Training in Human Resource Management & Marketing



Vishnu Murthy

Data Scientist, nVipani
Mtech, Industrial Management, IIT Madras

20 years of experience in the Information Technology industry having performed different roles like Software Programmer, Tester, Tech lead in the initial years and then as a Project Lead, Onsite Coordinator, Business Analyst and data scientist in subsequent years.

About Faculty @ Digital Nest Eduversity

- The program is designed, curated and taught by real-time industry leaders and subject matter experts to share their practical perspectives and examples.
- They come with extensive practical experience and research in the respective domain.
- At Digital Nest Eduversity, we are proud of our faculty's dedication, perseverance and commitment towards teaching and academic excellence.
- Our program provides opportunity to learn and network with exceptional scholars, industry lead experts and inspiring entrepreneurs.
- Our guest speakers and visiting faculty give exposure to challenges in emerging markets and thus act as mascots of experiential learning.

REAL TIME EXPERTS

VISITING FACULTY

GUEST SPEAKERS

IN-HOUSE TRAINERS



Faculty



Sandeep Santhosam

Founder - Digital Nest

I have 9+ years of experience in handling Digital Marketing, lead generation and growth hacking. Works as a consultant for various startups. Guest speaker for several B schools like IBS, Amity, Dhruva, Viswa Viswani, ICBM, etc..



Dani Manohar

Lead trainer - Digital marketing



Vikram Pratap Singh

Certified Digital Marketer
From UpGrad, Board Member at Spade EMS,
Trained more than 500+ Students



Rahman

Digital Marketing trainer & consultant



Vijay Gopu

CEO-Brandie Digital

Senior Manager Ad Sales with a demonstrated history of working in the broadcast media industry. Skilled in Advertising, Sales, Marketing Strategy, Sales Management, Digital Marketing Senior Manager Ad Sales with a demonstrated history of working in the broadcast media industry. Worked as a Senior Manager at Star India Pvt Ltd.



Rabbin Hussain

Head of Digital Marketing - OUT TURN

A highly motivated and result oriented Digital Marketing Consultant & Strategist with 9 plus years of experience in leading and developing a successful Digital Marketing campaigns across industries. Worked as a Digital Marketing Manager at White Thoughts & Branding.



Vijay Naidu

Digital Marketing
Operations Manager

Handle Google and Facebook extensively for various mobile networks. Worked as a Digital Marketing Manager at Pharmeas, Impact Guru, The Viral Fever.



Aravinda Paladugu

CEO-Bytptyx

Certified Digital Marketer with over 6 years experience in helping large number of SMB companies into embracing sustainable business models with innovative digital strategies.

Guest Speakers



Kapil Raj Saxena
Regional Sales Head



Rekha Oswal
Sr.Vice President Tempest



Harry Lumen
Head Brand & Communication



Om Nagender
Marketing & Communication Manager



Swathi Gujal
Internal Communications Consultant



Rajat Kumar Rath
Marketing Manager



Rakesh M
CEO-Whistle Drive



Chaitanya Karnatakam
Branding Manager



Ashutosh
Vice-President Digital Marketing



Program Overview

Post Graduate Program In Digital Marketing & Digital Analytics

- Our program offers an intensive curriculum that combines functional management knowledge with decision-making tools and frameworks, and real-world learning experiences with industry experts.
- Our post graduate program is a trimester based course and the learning is completely practical oriented taught by real-time experts.
- Students will learn the holistic value of Digital Marketing through research and development of an actionable marketing plan.
- The training prepares the learners to play a key role in defining the project's scope and then overseeing its progress until it is completed successfully.
- The program is created with the goal of helping students comprehend the value of developing strategies based on thorough research, as well as brushing up on the fundamentals and utilising modern technology.
- An emphasis will be placed on core concepts of Digital Marketing like SEO, Strategic Marketing, Google Ad's, Email Marketing among other modules.
- The course is designed to offer comprehensive learning which allows students to define problems, identify solutions and implement those in the organizations.
- The program equips you to meet the problems that the field throws at you head-on. Academic and industry specialists created the programme with the current state of the global industry in mind.
- The flexible and insightful course is created in accordance with the latest trends in marketing and branding to adapt to the unique needs and time restrictions of passionate freshers and busy professionals alike.

Duration: 1 year full-time program

Eligibility:

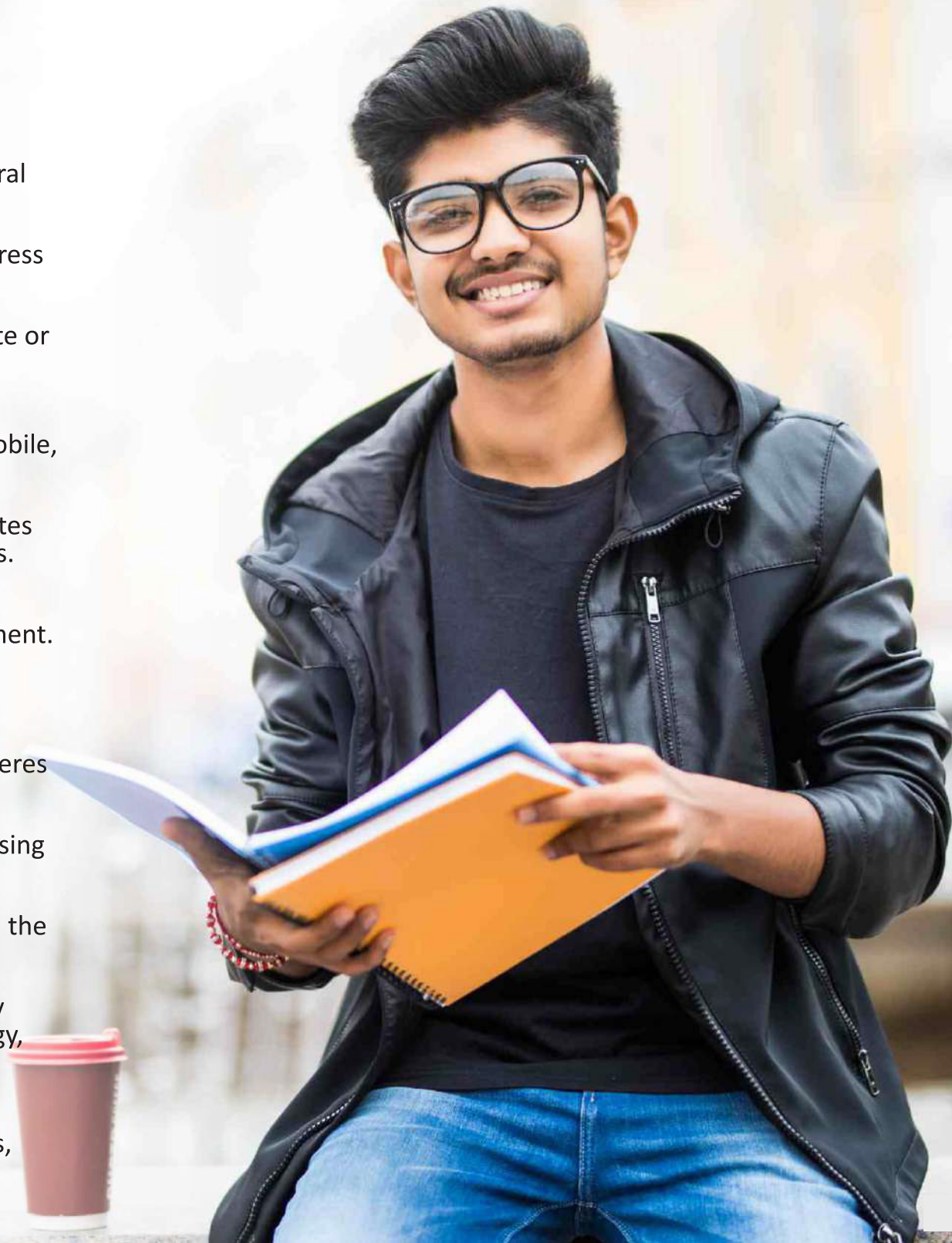
Students with Bachelor's degree with a minimum of 50% aggregate in any discipline.

Students appearing for final year degree exams are also eligible.



Program Outcomes

- Graduates will be able to design plans in several management functional areas.
- Develop a Digital marketing plan that will address common marketing challenges.
- Create a measurable and goal oriented website or marketing plan.
- Articulate the value of integrated marketing campaigns across SEO, page search, social, mobile, email, display media marketing analysis.
- When faced with a business situation, graduates will be able to flesh out critical decision points.
- Students would be in charge of tasks in the domestic and international business environment.
- Recognize key performance indicators tied to Digital Marketing & Digital Analytics
- Develop an email & sending strategy that adheres to email compliance best practices.
- Identify the best media type based on advertising goals & targets.
- Analyze the role that social marketing plays in the digital landscape and marketing mix.
- Apply mobile marketing concepts and identify opportunity areas based on current technology, demographic data, new technology.
- Graduates will be business leaders with a strong sense of self-awareness, consciousness, and ethical ideals.



Trimester - 1

S.No.	Subject Name	No.Of Credits
1.	Marketing Transformation-Traditional to Digital	2 - Credits
2.	Visual Communication using Graphics and Videos	4 - Credits
3.	Creating a Stunning static website	3 - Credits
4.	Mastering the Art of Social Media Marketing	0 - Credits
5.	Content Marketing	0 - Credits

Trimester - 2

1.	Performance Marketing	10 - Credits
2.	B2B Marketing	2 - Credits
3.	Gen Z Marketing	3 - Credits
4.	E-Commerce Marketing	2 - Credits
5.	Marketing Automations	3 - Credits
6.	Influencer and Affiliate marketing	2 - Credits

Trimester - 3

1.	Search Engine Optimization	5 - Credits
2.	Conversion Rate Optimization	2 - Credits
3.	Generative AI for Next-Level Digital Marketing	3 - Credits
4.	Data Analytics for Business	2 - Credits
5.	Digital Entrepreneurship	0 - Credits
6.	Reporting & Budgeting	2 - Credits
7.	Career Services	0 - Credits

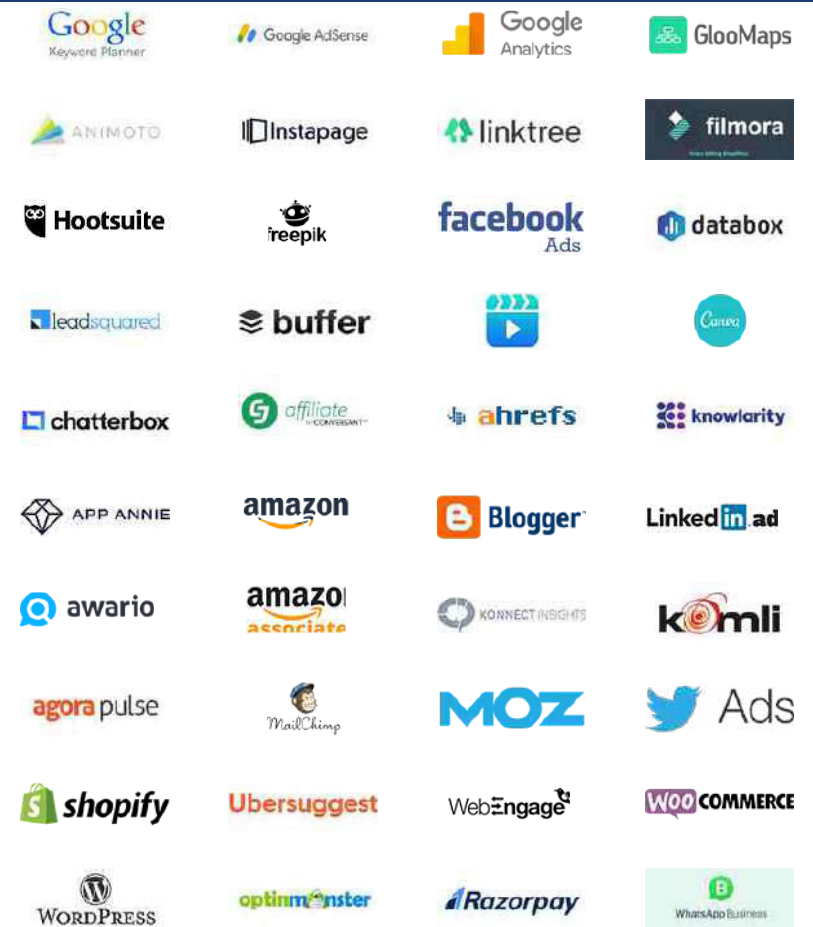
Projects & Internships

1.	Elective 1	25 - Credits
2.	Elective 2	25 - Credits

Case Studies



Tools



Next Gen AI Tools



Case Studies



Zomato Case Study

Learn how Zomato used push notifications in drip marketing to create interest among its customers



Lenskart Case Study

How Lenskart introduced virtual try-ons to mitigate uncertainty in eyewear purchases.



ICICI Bank Case Study

Learn how ICICI Bank used LinkedIn Ads to promote its various financial products and services to business professionals and decision-makers.



Decathlon Case Study

Learn how Decathlon used Google shopping ads to increase its online sales

+80 More

Capstone Projects



Market Research for Sugar Cosmetics

Conduct comprehensive market research for Sugar Cosmetics, a popular Indian makeup brand and assess market trends to inform strategic decision-making for Sugar's future growth.



Blinkit Video Ad Creatives

Create a visually engaging video Ad showcasing Blinkit's speedy delivery service. Use transitions, time-lapses, and upbeat music to highlight the convenience and efficiency of their app.



Replicating RazorPay Website

Design and develop a replica of the Razorpay Home Page, incorporating maximum possible features and a user-friendly experience.



Nykaa Inspired E-com Website

Design and develop a user-friendly, visually appealing e-commerce website similar to Nykaa. This includes product listings, & payment gateways



SEO Optimization for PolicyBazar

Develop and implement an SEO strategy to increase organic website traffic and improve brand visibility for PolicyBazar's target audience



Swiggy Facebook Ad Campaign

Driving new and existing customers to order food delivery through the Swiggy platform using Facebook advertising

+40 More

Certifications

Academic Certification



Certifications From



Google Ads



Google Analytics



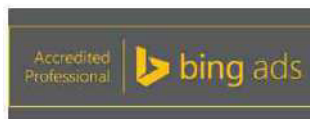
Google Video Advertising



Google Display Advertising



Google Shopping Advertising



Google Mobile Advertising



Digital Nest Advantage

Have a Great Journey of Learning at Digital Nest

Our Courses are taught by Real time Industry Experts with latest teaching tools and techniques ,Our LMS and dedicated Support manager are Key Important aspects that make learning easy and simple.



Interactive Learning

All the Courses taught by us are Interactive , with Limited strength in a batch we make sure that you get the best experience



Dedicated Program Manager

We have a dedicated Program Manager who will Constantly take feedback, for the Students to have a better learning experience



Network with Alumni

Digital Nest has over 6000+ alumnus working with various Organizations. We have a Networking app to connect with the alumni as well



Case Studies, Material

All our courses are not just Theoretical, We teach using Practical methods such as Simulation Exercises, Projects, Assessments etc



World Class Learning Management System

Digital Nest has built a Software for students to learn using LMS. Students can download material and freely access all the live and Recorded sessions with no hassle



Dedicated Placement Officer & Job Portal

We conduct Mock Interviews and Screen CV's to make you industry ready. We have a unique job portal disclosing all the job listings posted by the recruiter

Activity Oriented Learning



Career Development Program

We offer personalized guidance and training to prepare learners for interviews, resume building, and professional networking. This supports the growth of students.



Foster Collaboration

Fostering a positive educational culture that encourages collaboration, open communication, and support among learners and faculty contributing to the overall satisfaction and success of learners.



Practical Oreinted Training

Design curriculum structures that emphasize the application of theoretical knowledge in practical settings. This approach enhances students' skills and problem-solving abilities.



Interactive Learning

Seek to provide dynamic learning programs that prioritize interaction, incorporating workshops, simulations, and hands-on experiences to enhance the educational journey.



Diverse Learning Environment

Foster an inclusive learning environment that celebrates diversity. This approach enriches the educational experience by exposing students to a variety of perspectives and ideas.



Work on Real - Time Projects

We prioritize a hands-on learning approach by immersing students in real-time projects. This ensures that our learners not only grasp theoretical concepts but also acquire practical learning.

Placement Support



Career
Guidance



Resume
Building



Mentorship
Sessions



Mock
Interviews



Soft Skill
Training



150+
Placement
Partners

10 ASSURED
INTERVIEWS



Post Graduate Program in Digital Marketing & Generative AI (PGPDM)

 40 Weeks |  300Hrs |  21 Certifications |  180Tools |  45 Projects |  80 Case studies

 Online |  Classroom |  E - Learning

EMI Starts At
INR 6,776/- Month

Total INR 1,68,000/- + 18% GST

Note :

Get a Scholarship Upto Rs. 20,000/-

Scholarship will be applicable only on One Down Payment

Full Time Payment

One Down Payment

Admission Fee	Rs. 20,000/- (Incl. Taxes)
One Down Payment	Rs. 158,000/- (Incl. Taxes)
Total Fee	Rs. 1,78,000/- (Incl. Taxes)

Installment Options

Admission Fee	Rs. 20,000/- (Incl. Taxes)
1st Installment	Rs. 80,000/- (Incl. Taxes)
2nd Installment (Within 30 days)	Rs. 98,000/- (Incl. Taxes)
Total Fee	Rs. 1,98,000/- (Incl. Taxes)

Note:

A processing fee will be charged on the basis of the payment method selected.

Scholarships upto ₹ 20,000 are available, please contact your learning consultant for more details

The amounts mentioned above are inclusive of GST

Rate of interest for Standard EMI Plans is mentioned as per the 12 Months Reducing Rate per annum.

The final EMI amount & rate of interest will reflect in the agreement of the credit facility provider.

Education Loan Partners



**BONUS TOOLS WORTH
RS.2,00,000/- (For Free)**



BONUS

Get Tools Worth

Rs.2 Lakhs

For Free

*Life time access

Admission Procedure

Step 1 : Eligibility:

Candidates must hold a Bachelor's degree with a minimum of 50% marks or equivalent CGPA from a UGC recognized University

Step 2: Entrance exam

Candidates aiming to join PG programs in Digital Nest have to qualify any one of the below-mentioned entrance exams.

CAT | MAT | ATMA | XAT | GMAT
TSICET | CMAT | DNAT

Step 3: Admission Process

Shortlisted candidates will be called for a GD, PI at our campus

Payment of INR 1500/- to be paid for application fee through Debit / Credit

You will receive an acknowledgment through SMS & EMAIL.

Step 4 : Selection Criteria

Candidates should qualify for GD & PI rounds Weightage is given to academic profile & work experience.

Step 5 : Onboarding.

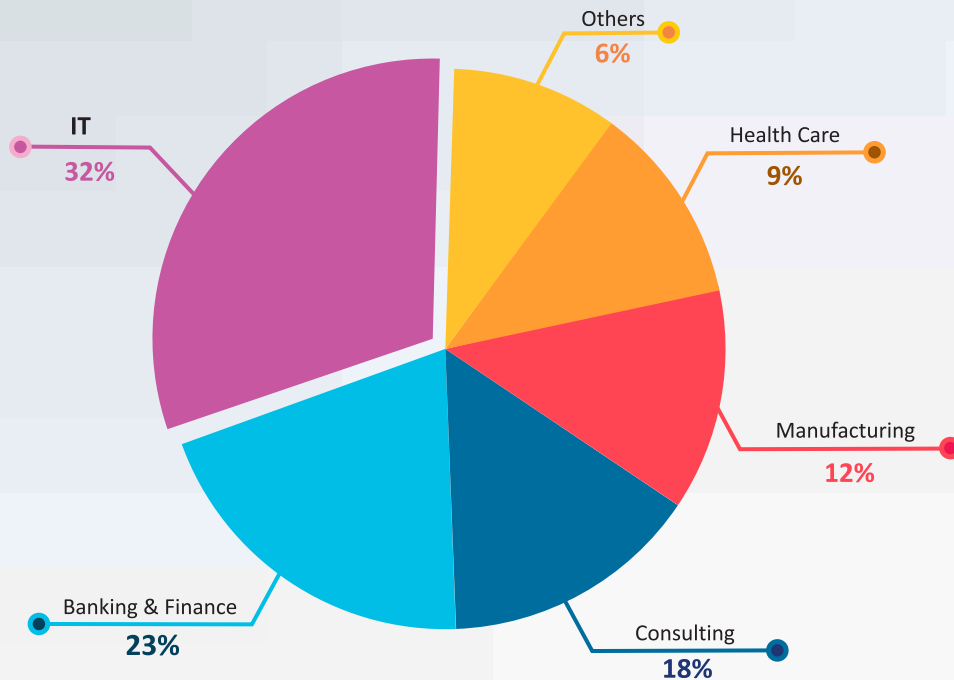
Based on the overall performance of the candidate, He / She will be selected.



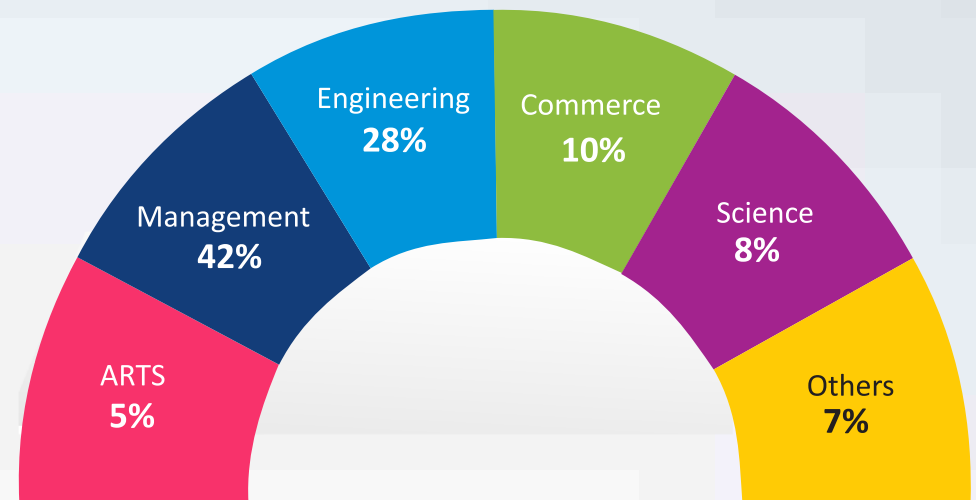
Learner's Profile

Our class of PG consists of students from diverse UG background and various sector wise industries

SECTOR WISE INDUSTRY



UG BACKGROUND

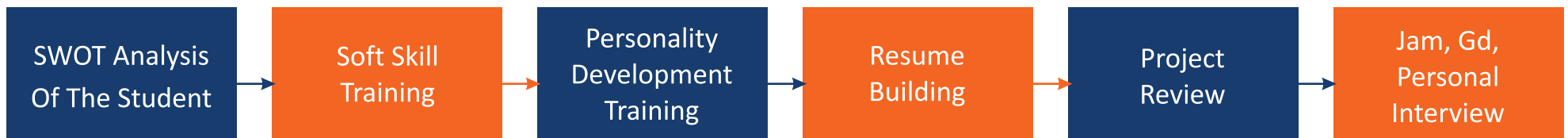


About Placements

- Digital Nest has an impeccable track record of placements & internships every year with top companies recruiting our students since its establishment.
- We have a 100% placement assurance policy with Letter of Intent given to the candidates during the admission process.
- We have successfully placed more than 4500+ candidates throughout our journey.
- Students go through a 3 months mandatory industry internship program during the course.
- We have more than 500+ placement partners & 70+ internship partners with us.
- Our comprehensive curriculum, real time training and the right attitude of our students is what makes Digital Nest the first choice for the recruiters.



Pre-Placement Training



Placement Highlights

500+

Recruiters

4500+

Placed Students

100%

Placement Record

4.5L

Average Package

12L

Highest Package

3 Months

Mandatory Internship

Internship Partners



Trainees Turned to Business Owners



K Saiteja
Founder - 10 ODM



Ravi
CEO & Founder - Digitali Ai



Abhishek Ekbote
Founder - Aqua Digital



Sravan I
CEO & Founder - ASN TECH



Ganesh J
Co Founder - IDES Labs Pvt.Ltd



Khadija Fatima
Founder-Poreover



Satyendra Gupta
Founder Printasia



Nisha Agarwal
CEO-Work Digitally



Atul Shah
Founder - Advertere



Ritesh Bghagat
Founder
Adept Academy



Sagar Kasat
Founder Kasa Events



Umesh Ravani
Founder - Navrang



Muhammad Faruk
Founder - Under Ground Marketer



Premanth PKC
Founder - PKC Laundries



Natasha Kalwani
Founder - Natasha Couture



Kranthi
Founder - ODC Wallet



Subhashini
Baking Quest - Founder



Satrujit Mesra
Digital Sashtri-CEO



Nidhi Pandey
CEO-Digital Voila



Alumni Working At



Mohith
Solutions Consultant



Diptimayee Sahoo
Digital Media Strategist



Nidhi Agarwal
Learning Analyst



Anurag Guptha
Account Manager



Divya Teja
Business Analyst



Rakesh Jonnala
Process Associate



Danial Sandeep
Branding Strategist



Sai Supreeth
Program Specialist



Anjali
Digital Marketing Manager



Shambavi
Quality Specialist



Sowmya CH
Blogger



Nagendra Reddy V
Campaign Management Specialist



Deepathy CH
Sales Advisor



Naveen Chittareddy
Ad Operation Executive



Phani
Trade Marketing Manager



Laxmi Pawar
Associate



Divakar
Process Analyst



Harshith
Email Marketing Specialist



Kashi P
Team Lead



Vaibhav Gaur
Creative Executive
Film Marketing



Alumni Working At



Unnati K
Senior Account Manager



Shilpa Patel
Digital Marketing Specialist



Hari Bhaskar
Digital Marketing Executive



Shiva Krishna
Sr.SEO Analyst



Abhijith
Digital Marketing Trainee



Pravalika Raju
Digital Marketing Analyst



Laxmi Manasa
Process Associate



Haseeb Shan
SEO Executive



Rishabh Mehdiratta
Asst. Manager Sales & Marketing



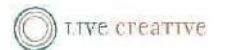
Swaroop Reddy
Analyst



Akshara G
SEO Consultant - Canada



Solanki Dey
Social Media Manager



Ritika Chhabria
Account Manager



Nishta Agarwal
Digital Marketing Partner



Niythi Rao
Content & Product Manager



Rohini Purnima
Analyst



Vimal Andrew
Social Media Analyst



Sruthi Alexander
Marketing Manager



Harpreet Singh
Analyst



Rahul Kallikuri
Manager



Alumni Working At



V Rukmini
Account Manager



Raziuddin Syed
Marketing & Sales Manager



Priyanka Warake
Global Inside Deputy Manager



Rajesh Bouddu
Digital marketing Strategist



Ishita Singh
Manager
Institutional Sales



Vinay Reddy
Digital marketing Analyst



Staba Satapathy
Fraud Analyst



Vyshnavi Vinjamuri
Process Executive



Suryam N
Digital Marketing
Analyst



Narendra K
Analyst



Ranjith H
Web Developer



Manisha
Email Marketing Associate



Divya Reddy
Subject Matter Expert



Aashish Maccha
Digital Marketing Executive



Revathi
Digital Marketing Associate
Mantra Technologies



Mounika
Digital Marketing Associate
Mantra Technologies



Parthasaridhi
Digital Marketing Manager



Santhosh Raju
Vice-President Marketing



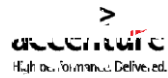
Retu Kumari
Digital Marketing Executive



Preethi
Digital Marketing Executive



Our placement partners



ALUMNI Testimonials

Digital Nest is exalted with its huge Global alumni network which is over 5,000 across various sectors and domains, which is one of the biggest strengths for any institution.



Dharmendra
Owner **Lenspick**

"Digital Marketing has helped me diversify my business."



Ashutosh, PPC Expert
Iprospect Digital Marketing Agency

"I thank Digital Nest for placement to join a creative field."



Vijay
Marketing Manager **Radio Mirchi**

"Digital Nest taught me the latest Practices made me confident enough to push myself ahead"



Aravinda Paladugu
Founder **Bytpix**

"Digital Nest, superb place to initiate your career into new arena."



Priyanka Birmiwal
Founder **B-Mart Retail**

"I have implemented these practices into my business, thanks to Digital Nest."



Nidhi Pandey
Digital Marketing Lead, **Tech Mahindra**

"I have evolved my career due to this training undertaken at Digital Nest."



Rohit Nippani
Digital Marketing Specialist **Accenture**

"I am thankful to Digital Nest for cultivating in me best practices of Digital Marketing."



Rajat
Regional Marketing Manager,
Aravind Life style

"Digital Nest is an amazing place and its one stop solution for entire Digital Marketing"

Hostel Facility

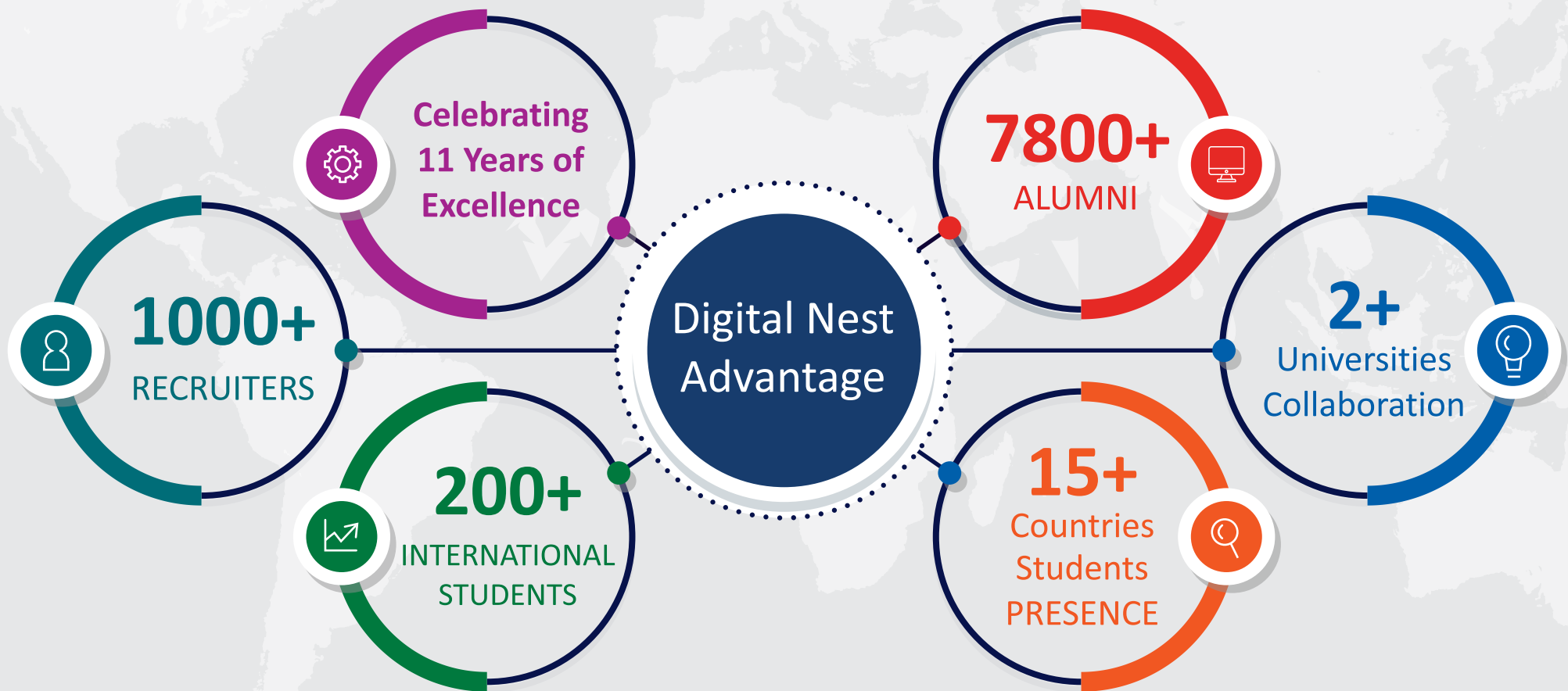
- Outstation students have hostel facility available near the institute premises.
- We have separate hostels & PG's for girls and boys which have 3-meal facility serving numerous cuisines catering to the tastes of students from different parts of India, laundry facility, 24hrs water facility along with hot water, Wifi, TV, power backup, wardrobes, etc.
- The hostels are supervised by wardens and the surroundings are kept clean & hygienic.
- Hostels have single, 2,3 sharing Ac & Non Ac rooms with price ranging from 3k-10k.

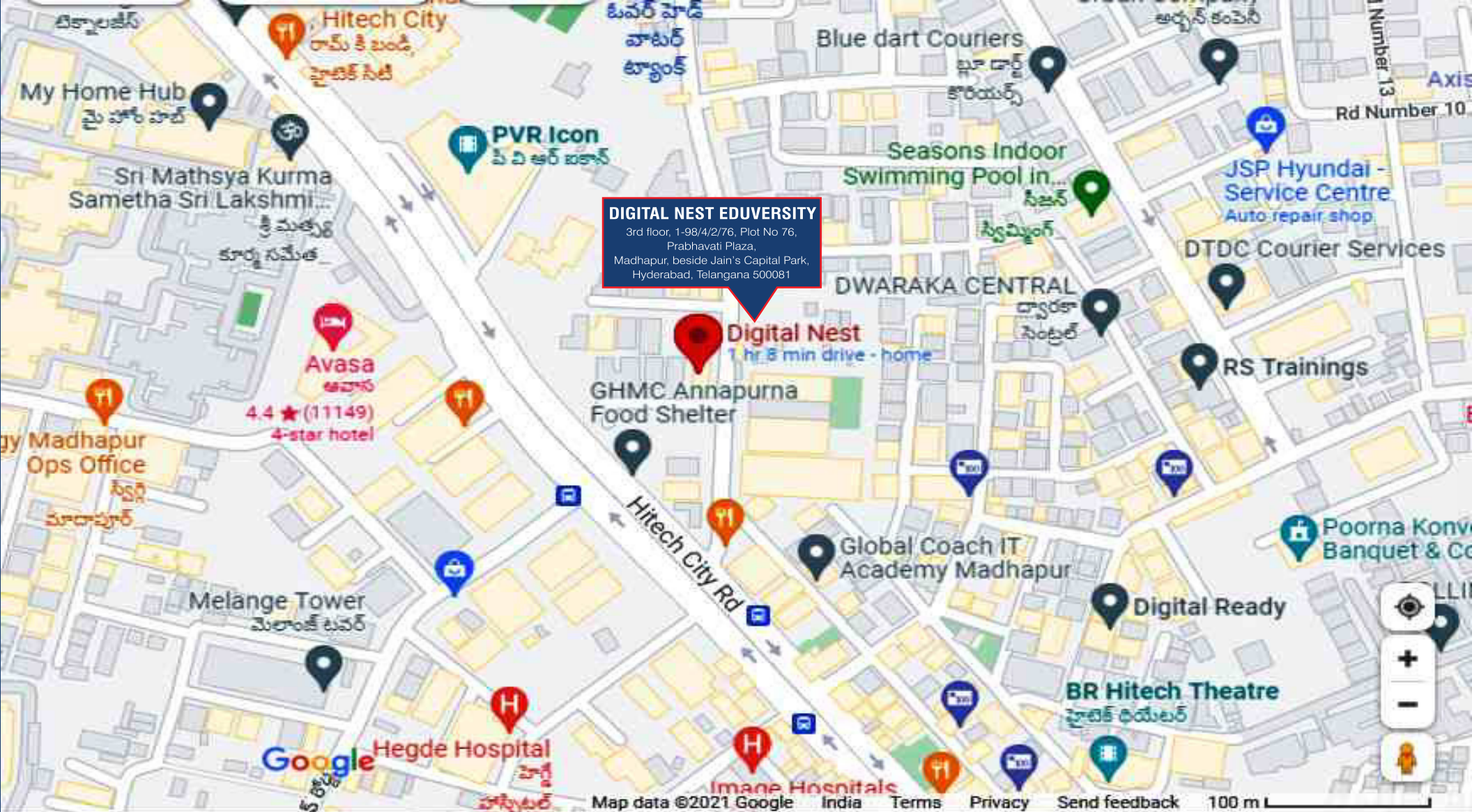


Transportation

- Our institution is just 2 minutes walk away from the Hi-Tech metro station and city bus stop.
- Our Institution is located in Hitech City, which is considered as the IT Hub of Hyderabad. It is a tech township which covers a number of IT park and companies like DLF IT SEZ, Tech Mahindra IT SEZ, L&T infocity, Mindspace IT Park, TCS, Accenture, Capgemini, HCL, etc.
- The locality is most sought after to live due to the presence of modern infrastructure and amenities including shopping complexes, showrooms, housing colonies, banks, health centres, etc.

Digital Nest Journey





3rd floor, 1-98/4/2/76, Plot No 76 Prabhavati Plaza,
Madhapur, beside Jain's Capital Park, Hyderabad, Telangana 500081.

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