COMFRONT INSTITUTE OF TECHNOLOGY

Accredited Training Partner • Directorate of Skill Development, Govt. of Tripura • NSDC & NCVET Aligned

Central Administrative Campus: Ramkrishna Sarani, Kumarghat, Unakoti District, Tripura - 799264

DIGITAL MARKETING & SOCIAL MEDIA STRATEGY

NSQF Level 4 • 360 Hours (3 Months) • Ref: CIT-CRS-DM01 • Academic Year 2025-26

Sector Skill Council Affiliation

Media & Entertainment Skill Council (MESC)

Course Duration & NSQF Certification

360 Hours (3 Months) (NSQF Level 4 Certification by NCVET)

Minimum Educational Eligibility

Class 10th / 12th pass with basic numeracy and literacy.

Curriculum Modules & Laboratory Schedule

Module 1: Fundamentals of Digital Media & Brand Marketing
Module 2: Search Engine Optimization (SEO) & Google Analytics
Module 3: Social Media Campaign Management (Meta & LinkedIn)
Module 4: Performance Marketing, Google Ads & ROI Analytics
Module 5: Content Creation, Canva Design & Copywriting
Module 6: Capstone Live Campaign & Portfolio Defense