



For the first-time in Mumbai offering\*,

**POSTGRADUATE DIPLOMA**

**IN**

**DIGITAL MARKETING(ANALYTICS)**

[EXPLORE MORE](#)

\*from the University of Mumbai leading to  
Masters in Digital Marketing (over two years)





# Digital Business Overview

Digital marketing is redefining how brands connect with audiences, leveraging platforms like search engines, social media, email, and mobile apps for a personal, data-driven approach.

Its versatility, global reach, and cost effectiveness make it an indispensable tool for modern businesses aiming to engage customers in real-time, track results, and adapt quickly.

In 2024, digital marketing focuses on personalization, AI integration, and mobile optimization to create impactful customer experiences.

As businesses increasingly rely on digital strategies to grow, pursuing a career in this field means stepping into a **future-proof industry** filled with innovation, creativity, and endless opportunities for growth.





## Key Highlights

9 months of weekend classroom learning + 3 months of internship or capstone project.

Real-world case studies and practical experience.

Blend of creative marketing with advanced analytics.



## Career Opportunities

Digital Marketing Specialist

Social Media Manager

Content Marketing Strategist

SEO/SEM Specialist

E-commerce Manager

PPC Specialist

Influencer





## **Who Should Enroll?**

RECENT GRADUATES

MARKETING PROFESSIONALS

TRANSITIONING PROFESSIONALS

BUSINESS OWNERS &  
ENTREPRENEURS





## Program Outcomes

On successful completion, students will get Post Graduate Diploma in Digital Marketing from University of Mumbai.

Additionally, graduates will be eligible to register for a 12-month advanced program. After completion, students will receive a Master of Digital Marketing from the University of Mumbai.



## Program Modules

Digital Content Creation

Role & Use of Design

Transformation with AI

Digital Marketing Tools and Analytics

Management Tools for Digital Marketers

Internship or Capstone Project





# SIWS Group of Institutions

The SIWS Group has a school, junior college, N.R.Swamy College for Commerce & Economics, and Smt. Thirumalai College for Sciences in Mumbai, India. Both degree colleges are affiliated with the University of Mumbai and offer several UG/PG programs in management, finance, sciences, commerce, and economics. More importantly, both colleges have got UGC's NAAC Accreditation with an "A" Grade and are Autonomous. SIWS colleges are commencing new professional programs at any level and provide Certificate or Diploma or Degree from the University of Mumbai. Plans are set to commence Post Graduate level professional programs in Digital Marketing, Logistics, and Business Analytics for working executives.



**Scan to know more!**

## CONTACT INFORMATION



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