



Why Heights ?

- Fully Air conditioned Institute
- Computer laboratories for specified courses
- Well qualified Experienced & Dedicated Faculties
- Flexible batch timings
- Regular weekday batches
- Unlimited computer sessions
- Problem solving/revision classes
- Solved papers for selected subjects
- Excellent academic/passing results
- Regular visits to Industrial units
- Summer training
- Personality Development Session
- Cultural & co-curricular activities
- 100% placement assistance
- 24 hours Power supply & Back-up generators
- 24 hours strict security with CCTV recording cameras



Course offered by **Heights**

Computer Basics, English Speaking Course, Advance Excel, Professional Diploma in Multimedia & Animation, Web Designing & Development, Graphic Designing, Video Editing & VFX, Android App Development, Python, Digital Marketing, Desktop Publishing (DTP), Java, 'E' Tax Accounting, Tally. ERP 9, Webtel Software, Income Tax Filing, TDS & GST Filing, Busy Software, Marg ERP 9 Software, DOEACC O Level Diploma in Computer Application

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Heights™
...a family institute 

Become a

Digital Marketing *Super Hero*



Be where the **WORLD** is **RUNNING**



Digital Marketing

1. Basics of Marketing

- Introduction to Marketing
- Principles of Marketing
- Learning Marketing Mix
- B2B vs. B2C Marketing

2. Overview of Digital marketing

- Growth of Online Marketing
- Understanding Online Marketing Channels
- Web Introduction
- Elements of Digital Marketing Strategy

3. Ecommerce Marketing

- Create Online Shop
- Amazon Listing
- Sponsored Ads
- Flipkart Listing
- Categories Information
- Snapdeal Listing & More

4. Website Creation

- Selection of Domain & Hosting Plans
- Creating New Personalized Website
- Downloading required tools
- Website Creation - Live with Content
- HTML, HTML5, CSS1-CSS3, BOOTSTRAP, JAVASCRIPT, JQUERY
- Wordpress
- Joomla

5. SEO

- What is SEO?
- Keyword Selection & Mapping
- Content Optimization
- On Page SEO
- Off Page SEO
- Local SEO Google Map Creation

6. Social Media Optimization

- Introduction to SMO
- Exploring Different Social Media Channels
- Optimizing Your Facebook/Instagram
- Pages For business
- Optimizing Business Presence On
- Twitter. LinkedIn profile optimization

7. Paid Advertisement

- Introduction to Paid Marketing.
- Programmatic & Direct Ads
- Introduction to Search, Display & GSP Ads
- Campaign Creation & Making it LIVE
- Understanding Data & Terms
- Campaigns Creation.
- PPC (Pay per click)
- CPC (Click per Cost)
- Google Ads (Google Adwords)
- Google Analytics
- Google Tag Manager
- Google Keywords Planner
- Facebook Ads (Facebook Campaigns) LinkedIn

8. Email Marketing

- Importance of email marketing.
- How to write effective mails
- Strategy Creation.
- Email Marketing Tool
- Register User Email Uid to our sites

9. Google Display Ads

- Introduction to Google Display Network
- Google Display Planner Tool
- Launching Display Campaign
- Display campaign Best practices
- Gmail Sponsored Ads

10. How to make money online

- Different Options to Generate Money Online
- Making Money With Youtube
- Earning With Google AdSense
- Best Practices-Affiliate Marketing Models
- Earning With Domain Flipping
- Start Online Shop

Graphic Designing

1. Adobe Photoshop

- Introduction Of Photoshop.
- Handling Of Basic selection Tools & Layers.
- Lasso Tools, Crop & Slice, Quick & Magic Tools.
- Retouching, Clone & Pattern Tool.
- Designing Of web Templates.
- Gradient tool, Pen tool, Brush Tool.
- Color Correction.
- Clipping & Layer Mask.
- Vector & Quick Mask.
- How to make Poster & Magazine Cover Design.
- Image Compositing with masking.
- Frame Animation.
- Video Timeline Animation.
- Effects – Fire, gold, double exposure etc.
- Final Project.

2. Coreldraw

- Introduction Of Coreldraw use of corel in print media.
- Basic Shapes, Nudge distance, Convert to Curves, Shape tool.
- Pen tool, Bezier tool, Outline settings, Mesh Fill, Interactive Fill.
- Interactive tool, Copy & Clone effect.
- Powerclip, Shaping, Align & Distribute.
- Text Menu, Layout Menu, File menu.
- Bitmap menu, Types of graphics.
- Projects for rest of the classes.

3. Illustrator (7 Class)

- Introduction Of Illustrator, Document set up & types of graphics.
- Basic Tools in software, Layers, Alignment.
- Perspective tools, Shape Build & Symbols.
- Blend, Graph, Mesh, Pen tool & Brushes.
- Pathfinder, Masking, Compound Path, Image trace.
- 3d options & effects, Motion Graphics, Brushes.
- Final Project.