

# Online Training Program on Digital Champion (Weekend Batch)

Date : 31st July 2021 Time: 9.30am to 5.30pm

## Course Features

The program will provide the knowledge about basic concept of Digitization, Digital Champion, responsibility of Digital Champion and equip all the participants to handle their responsibilities through information on various aspects of Digital Marketing, Social Media, Design Thinking, Content Creation etc.

## Course Objectives

To impart basic training to all the Digital Champions to ensure that they execute their responsibilities as Digital Champions effectively.

## Who should attend?

- ♣ Aspiring Digital Marketing Professionals
- ♣ Sales/ Marketing Team Members & Heads
- ♣ PR & Corporate Communication Professionals
- ♣ SME – Entrepreneurs
- ♣ Business Promotion Agents & Consultants
- ♣ Media / Advertisement Professionals
- ♣ Corporate Marketing Officers
- ♣ Start-up professionals

## Course Contents

- ♣ Concept of Digitization
- ♣ Need of Digitization as an Organization
- ♣ What is Digital Champion
- ♣ Responsibilities of Digital Champion
- ♣ Introduction to Digital Marketing
- ♣ Customer Persona and Customer Journey
- ♣ Customer Journey & Touch points
- ♣ Social Media and it's significance
- ♣ Design Thinking
- ♣ Content creation and curation
- ♣ Significance of database management
- ♣ Goals, KPIs and Analysis
- ♣ Way Forward



**THE BIGGEST PART OF OUR DIGITAL TRANSFORMATION IS CHANGING THE WAY WE THINK.**

## Issue of Certificate

Certificate of successful attendance shall be issued to all the delegates who attend entire duration of the course.

**Duration:** 8 Hours including break of 1 Hour



**Registration Fee : Rs. 3,000 + 18 % GST Per Participant**

To know about all our Online Training Programs scan adjacent QR Code

**To Register and Pay :** [Click Here](#)

Registered & Head Office-

801, Raheja Plaza I, LBS Marg, Ghatkopar (W), Mumbai 400 086

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TÜV®



**TÜV NORD GROUP**

Expertise for your Success

All our Online Training Offerings are for the resident of India & Sri Lanka Only.

# TUV India's Customer Friendly Mobile App

## TUV INDIA TRAINING ACADEMY (TITA)



**Our user friendly mobile application is developed to provide constant connect with our customers and participants along with hands-on information about the latest offerings of TUV India Training Academy. The app is also apprising the users on diverse service portfolio of TUV India along with latest developments related to our company.**

Some of the highlights of our app are:

- Available on Android- Google Play Store & iOS Apple Store
- Provides overview about TUV India (TUV NORD GROUP), our services and latest developments
- Details about TUV India Training Academy offerings
- Training Schedules – both Class Room and Online Trainings
- \* For each training, the app provides Course Features, Who should attend, Course Contents, Pre-requisites etc
- \* Link for Registering for the course of choice with integrated payment gateway
- \* Payment History (Receipts, Invoices)
- \* Certificates for attended programs based on user eligibility
- \* Notifications related to new offerings and sessions
- \* Contact us with linked email or phone (toll free number)
- \* Individual User Profile



To Download : Scan adjacent QR Codes or click on  
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For Any Queries :  
Write to : [trainingindia@tuv-nord.com](mailto:trainingindia@tuv-nord.com)  
Call : 1800-209-0902



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