

Hyphen Academy Courses in Collaboration with The Metropolitan Academy

Course Title: Digital Marketing Course

Duration: 3 Months

- Traditional Marketing Vs Digital Marketing
- Inbound & Outbound Marketing
- Digital Marketing Cycle
- Owned & Earned Media
- Brand Marketing & Advertising
- Content Marketing & Strategy
- Running Ad Campaigns
- Measuring Results via Analytics & Insights
- Buyer Persona & Target Market
- Facebook & Instagram Posting Strategies
- Social Media Optimization
- DIGITAL MARKETING COURSE MODULES
 - • Social Media Marketing
 - • Social Media Optimization
 - • Canva
 - *Practical Examples
 - Certifications
 - *Project-based tasks
 - *Final Project Launch a digital Business and Earn

Course Duration: 3 Months (15 Classes)

Weekend classes (SUNDAY ONLY)

Classes Timings: TBD

Fee: Rs.15,000/-

Location: The Metropolitan Johar Campus - Interactive Class

Online Also Available.

Course Title: Multimedia Professional**Duration: 3 Months**

- Interface and Basic Tools
- All About Importing Footage
- Video Timeline and How It's Works
- Edit Your First Video
- Understanding Effects Control
- Pen Tool And The Masking
- Text And The Title
- Audio Editing
- Animation Text
- Slow Fast And Reverse
- Removing Green Screen or Chroma Key
- Lower Third & Pop Up
- Playing With Colors
- Flicker Effect
- Export And Render
- Practical Examples
- Certification
- Project-based tasks
- Final Project Launch Youtube Channel or get a Freelance Project

Hurry UP.

Course Duration: 3 Months (15 Classes)

Weekend classes (SUNDAY ONLY)

Classes Timings: TBD

Fee: Rs.15,000/-

Location: The Metropolitan Johar Campus - Interactive Class

Online Also Available.

Course Title: Digital Visual Artist**Duration: 3 Months**

- Understanding Typography
- Color Theory, Photos Layouts
- Create Logos & Branding Packages
- Master Pen tool, Shape Builder tool
- Solid Logo design
- Ad Design Principles
- Non-destructive Editing Techniques
- Multiple Page Layouts
- Photoshop Mockups
- Learn Adobe Tools
- Magazine Layouts
- Design Process
- Vector Arts
- Youtube Thumbnails
- Social Media Graphics
- Practical Examples
- Certification
- Project-based tasks

Hurry UP.

Course Duration: 3 Months (15 Classes)

Weekend classes (SUNDAY ONLY)

Classes Timings: TBD

Fee: Rs.15,000/-

Location: The Metropolitan Johar Campus - Interactive Class

Online Also Available.

Course Title: UX/UI Designer**Duration: 3 Months**

- Introduction to UX design
- User research
- Analysis techniques
- Structure and navigation
- Interactions
- Design principles
- Design patterns
- Mobile UX
- Workflows
- Prototyping and handover
- Portfolio projects
- Real-world projects

Hurry UP.

Course Duration: 3 Months (15 Classes)

Weekend classes (SUNDAY ONLY)

Classes Timings: TBD

Fee: Rs.15,000/-

Location: The Metropolitan Johar Campus - Interactive Class

Online Also Available.

Course Title: Learn Earn from Daraz

Duration: 3 Months

- Daraz Introduction
- Models of daraz
- Account Creation
- Product Hunting
- Sourcing
- Listing Creation and SEO
- FBD OR FBM
- Management & Operations
- Scorecard
- Branding
- Policies guidelines And Ethics
- Marketing
- Types of accounts
- Company creation
- Bank account details
- Daraz sign up
- Product hunting
- Profitability
- Gaps in the category
- Identification of the product
- Competitor analysis
- Sales tracking
- Usage of tools
- Hunt Suppliers
- Better pricing
- Negotiation and compensation

Hurry UP.

Course Duration: 3 Months (15 Classes)

Weekend classes (SUNDAY ONLY)

Classes Timings: TBD

Fee: Rs.15,000/-

Location: The Metropolitan Johar Campus - Interactive Class

Online Also Available.

Register Now Online

<https://forms.gle/PisCFvPLTdnU34eLA>

and Next Step is to make payment at Hyphen Academy to confirm your enrollment

You will receive the course schedule and other relevant information

The date of Session Commencement will be communicated to you shortly.