

1 Year Diploma in Application Development

- + Digital Marketing
- + Accounts Management System
- + Graphic Design

Course Curriculum

Digital Marketing

- + INTRODUCTION TO DIGITAL MARKETING
- + SMM (SOCIAL MEDIA MARKETING) . FACEBOOK MARKETING FUNDAMENTALS
- + FACEBOOK AD CAMPAIGN
- + SEARCH ENGINE MARKETING (SEM) GOOGLE AD-WORD BASICS
- + FIVERR
- + GOOGLE ADWORD INTERMDIATE
- + REMARKETING STRATEGIES
- + LINKDIEN ,TWITTER, PINTEREST &SNAP CHAT FOR BUSINESS
- + YOUTUBE MARKETING FUNDAMENTALS
- + EMAIL MARKETING
- + GOOGLE ANALYTICS
- + AFFILIATE MARKETING
- + MOBILE ADVERTISING
- + SEARCH ENGINE OPTIMIZATION
- + HOW TO CREATE A BLOG WEBSITE
- + HOW TO USE WORD PRESS PLUGINS OR ESSENTIAL WORD PRESS PLUGIN
- + " GOOGLE/BING ANALYTICS & WEBMASTER"
- + UPWORK
- + PEOPLEPERHOUR
- + COVER LETTERS & PROJECT MANAGEMENT
- + INTERVIEWS

MAIN CAMPUS(BANANI)

House # 82, Block E,
Road# 19/A, Banani,Dhaka-1213
Mobile: 01835-518396

DHANMONDI CAMPUS

House#75/A Road# 5/A,
Satmosjid road Dhanmondi,Dhaka-1209
Mobile: 01864-510366

MIRPUR CAMPUS

BSCIC Electronics Complex, Level-5
Mirpur (11, Bus Stand) Dhaka-1215
Mobile: 01739-561919

MOUCHAK CAMPUS

Golden Plaza,95,Siddeswari Circular Road
Ramna, Dhaka-1217
Mobile: 01858-884515



Accounts Management System

- ✚ USING QUICKBOOKS ONLINE FOR THE FIRST TIME
- ✚ MANAGING SALES & CUSTOMERS
- ✚ MANAGING SUPPLIERS & BILLS
- ✚ WORKING WITH TRANSACTIONS
- ✚ MANAGING PAYROLL, LISTS & TOOLS
- ✚ ADVANCED FEATURES
- ✚ REPORTING
- ✚ FINAL EXAM
- ✚ REVIEW CLASS OF EXAM
- ✚ FREELANCING (CLASS 1)
- ✚ FREELANCING (CLASS 2)
- ✚ INTRODUCING XERO ONLINE
- ✚ CHARTS OF ACCOUNTS
- ✚ BANK ACCOUNTS, CONTACTS, INVENTORY
- ✚ QUOTES, INVOICING - SALES
- ✚ PURCHASE, PURCHASE ORDER
- ✚ EXPENSES CLAIMS, RECONCILIATION
- ✚ FIXED ASSETS, REPORTS, MANAGE PAYROLL & CREATE PAYRUNS, ACTIVITY STATEMENT
- ✚ FINAL EXAM
- ✚ FREELANCING (CLASS 3)
- ✚ FREELANCING (CLASS 4)
- ✚ PROBLEM SOLVING (CLASS 1)

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Graphic Design

- ✚ INTRODUCTION TO GRAPHIC DESIGN
- ✚ ILLUSTRATOR BASIC TOOLS INTRODUCTION
 - ❖ Adobe Illustrator CC Installation
 - ❖ Tools Introduction
 - ❖ Intro to Files & Formats
 - ❖ Margin, Grid, Bleed
 - ❖ Font Installation / Font Awesome
 - ❖ Typography
 - ❖ Color Management
 - ❖ Creating Different Shapes
- ✚ PROFESSIONAL BUSINESS CARD DESIGN BY ILLUSTRATOR
 - ❖ Designing a Complete Business Card
 - ❖ Saving Different Format Files
- ✚ Graphic Design
- ✚ PROFESSIONAL FLYER DESIGN BY ILLUSTRATOR
- ✚ Designing a Complete Flyer
- ✚ LOGO & BROCHURE DESIGN BY ILLUSTRATOR
 - ❖ Brochure Design & Creating Logo
 - ❖ Effects
 - ❖ Gradient Mash
- ✚ VECTOR TRACING BY ILLUSTRATOR
 - ❖ Creating Pattern & Texture| Banner Design
 - ❖ Vector Tracing
 - ❖ Managing Layer Like a Pro
- ✚ FREELANCING SESSION: BRAND YOURSELF
- ✚ HOW TO CREATE FIVERR PROFILE
- ✚ FIVERR GIG MARKETING TIP AND TRICK
- ✚ PHOTOSHOP BASIC TOOLS INTRODUCTION
- ✚ PHOTO EDITING BY PHOTOSHOP

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- ✚ PRACTICE AND TEST SESSION
- ✚ UI/UX DESIGN OF WEB INTERFACE
- ✚ UI/UX DESIGN OF ADMIN PANEL
- ✚ PRACTICE AND PROBLEM SOLVING ON UI/UX DESIGN
- ✚ PHOTOSHOP FINAL EXAM
- ✚ PROBLEM SOLVING ON PHOTOSHOP
- ✚ HOW TO CREATE UPWORK PROFILE
- ✚ COVER LETTER AND INTERVIEW TIPS & TRICKS
- ✚ HOW TO CREATE PEOPLE PER HOUR PROFILE

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