

ACADEMY SCORECARD

COURTESY OF WEB MARKETING ACADEMY

Tips for visiting other institutes

- ✓ Have your questions ready

- ✓ Schedule an appointment in advance

- ✓ Get directions – call or use Google Maps. (Anticipate traffic)

- ✓ List your question

- ✓ Check reviews of the academy online

- ✓ View the Facebook page for a common connection!

- ✓ Check other social pages of the academy

- ✓ Talk to an expert in your social circle, ask their opinion

- ✓ Get an idea of the academy culture from its social presence

- ✓ View the academy blog (look for student contributions)

- ✓ See how the academy markets itself

- ✓ Ask for alumni references

ACADEMY SCORE CARD

Use this card to help compare other institutes you are considering. Print copies if required.

INSTITUTE NAME	WEB MARKETING ACADEMY (WMA India)		
LOCATION/ENVIRONMENT <ul style="list-style-type: none"> distance from home formal, casual transportation 	<ul style="list-style-type: none"> Residential neighborhood 1 Km - Indira Nagar Metro station 4 kms from MG Road 5 kms from Koramangala Casual/Fun Metro/Bus/Public 		
SIZE <ul style="list-style-type: none"> enrolment size of the campus 	<ul style="list-style-type: none"> Founded 2011 - 600 graduated 4 individual training room 		
ACADEMICS <ul style="list-style-type: none"> courses student-faculty ratio average class size certificates 	<ul style="list-style-type: none"> Digital marketing, social, Google ad words, analytics, email, mobile 10:1 student-to-faculty ratio Max 10 per batch Official Google partner Google Adwords, Google Analytics, Inbound Marketing Certificate, Facebook Blueprint 		
PLACEMENTS/OUTCOMES <ul style="list-style-type: none"> placements package startup growth 	<ul style="list-style-type: none"> Google, Infosys, Cognizant, Accenture, Red Bus, Flipkart, Amazon, TESCO, PRACTO, Startups Rs 20000- 40,000 per month freshers Upto 60 Lacs per annum digital marketing manager Several startups Moved career and promoted to higher role 		
ADMISSION REQUIREMENT <ul style="list-style-type: none"> deadline duration support missed classes 	<ul style="list-style-type: none"> One Month waiting list 3 months weekday 6 months weekends Mentorship during & lifetime Flexible, can take individual or in any other batches 		
ACTIVITIES <ul style="list-style-type: none"> community endorsement Meetup social 	<ul style="list-style-type: none"> OME Community Official partners of AIESEC Christ University, IIMB, Dublin City University 		

	<ul style="list-style-type: none"> - Monthly meet ups, networking opportunity - Guest lectures from Industry 		
PROJECT <ul style="list-style-type: none"> • learnings • method • interaction • other activities 	<ul style="list-style-type: none"> - Practical, One - One - Growth opportunity through live streaming, podcasts, social interaction with alumni 		
FEES & INSTALLMENTS <ul style="list-style-type: none"> • fees • Additional costs 	<ul style="list-style-type: none"> - Payable in 3 installment - Rs 1500 for website design(optional) 		
PLACEMENTS & PACKAGE <ul style="list-style-type: none"> • placements • salary. package • Career growth 	<ul style="list-style-type: none"> - Job requirements sent during and after the course - Min 2.5 Lac - 4 Lac for fresher per annum (depending on the company) - 6 Lac - 12 Lac for 3-5 years experience per annum - 20 Lac - 60 Lac for Managers, Directors per annum 		
INTERNSHIP & INTERNATIONAL OPPORTUNITIES <ul style="list-style-type: none"> • internships 	<ul style="list-style-type: none"> - Official AIESEC Partners with paid internship of minimum Rs 25,000 per month across 200 countries - Opportunities in startups, wma and other companies 		
FACULTY <ul style="list-style-type: none"> • experience • Knowledge 	<ul style="list-style-type: none"> - 5 to 15 years in the industry - Alumni of IIMB, IIMC - International experience working with digital marketing agencies - Board, advisory for chamber of commerce, industry associations 		
ACADEMY SUMMARY <ul style="list-style-type: none"> • counsellor's name • other contacts made • important phone numbers • email/website 	<hr/> <hr/> <ul style="list-style-type: none"> * +91 8792299538 * +91 9731388721 <p>suresh@webmarketingacademy.in www.webmarketingacademy.in</p>		
SOCIAL MEDIA CHANNELS	<p>https://www.facebook.com/webmarketingacademy/</p> <p>https://instagram.com/webmarketingacademy</p>		