

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

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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 suresh@webmarketingacademy.in www.webmarketingacademy.in 		
SOCIAL MEDIA CHANNELS	<p>https://www.facebook.com/webmarketingacademy/</p> <p>https://instagram.com/webmarketingacademy</p>		