LEARN & GROW

POWERED BY LRG INTERNATIONAL

WHERE PASSION MEETS PRACTICAL SKILLS

Transform your potential into expertise with hands-on training in digital marketing and graphic design

EMPOWERING FUTURES WITH PRACTICAL SKILLS IN DIGITAL MARKETING & DESIGN

Welcome to Learn & Grow, a LRG International Pvt. Ltd. division in Calicut. We provide the best internships in digital marketing and graphic design courses. As a leading institute, we provide comprehensive training that covers all aspects of these fields. Our programs focus on practical experience and in-depth knowledge, ensuring you are well-prepared for success.

Our skilled trainers provide personal guidance to each student. Our educational courses give you the skills and knowledge needed for success in digital marketing and graphic design. We create a supportive environment that builds your confidence and prepares you for your career. Additionally, we provide the best internship opportunities in both digital marketing and graphic design courses.

Join us at Learn & Grow, the best digital marketing and graphic design courses institute in Calicut, and elevate your skills to new heights!

VISION

Our aim is to mold the future creators and marketers, fostering creativity and excellence in aspiring professionals. We provide a dynamic learning environment that nurtures innovative thinking and practical skills.

MISSION

Our mission is to provide practical instruction and guidance in digital marketing and graphic design, equipping interns with the knowledge, skills, and real-world experience necessary to thrive in a dynamic and competitive industry.

WHY
CHOOSE INTERNSHIP

Choosing an internship is a great way to gain valuable hands-on experience in your field. Internships allow you to see how the technical knowledge you learn in university is applied in real-world situations. They provide a fantastic opportunity to explore various job options and career paths available to you.

Our digital marketing & graphic design internship offers you the chance to enhance your skills while working on exciting projects. You'll learn about industry trends and gain practical experience that will prepare you for your future career.

WHY CHOOSE
DIGITAL MARKETING

In today's digital world, businesses depend on strong online strategies to reach their target audiences. Digital marketing opens up exciting ways to engage customers, improve brand awareness, and drive sales. Companies that effectively use these strategies can gain a significant edge over their competitors.

Our digital marketing internship in Calicut offers hands-on experience and insights from industry experts. Interns will learn key skills in social media strategies, Meta Ads, Google Ads, SEO, and content marketing, which are essential in the current market.

Join Learn & Grow, a part of LRG International Pvt. Ltd., to build your digital marketing skills and boost your career prospects. This internship is a fantastic opportunity for both personal and professional development.

WHY CHOOSE
GRAPHIC DESIGNING

Graphic Design course provides detailed knowledge of various advanced software and graphic design tools. Our professional expert faculty helps them to develop conceptual, creative, and practical knowledge about innovative graphic design ideas. In addition, they assist them with live project training to make them industry-ready and competitive.

We provide a variety of Graphic Designing courses that cater to everyone from beginners to professionals. Additionally, our courses are designed to help you develop your skills quickly and efficiently.

Our courses include Introduction to Graphic Design, Brochures, Flyers, Web Banner Design, and many more.

LEARN AND GROW MODULE

DIGITAL MARKETING

Module 1 - Digital Marketing Overview
Learn the Basics of digital marketing. Understanding the difference between digital marketing and traditional marketing

- Introduction to digital marketing
- Digital marketing vs Traditional marketing
- The Importance of visual content

Module 2 - Search Engine Optimization
Understand the importance of SEO. This internship covers on-page and off-page SEO, the technical aspects of ranking higher on search engines, and competitor analysis.

- On-page vs Off-page
- Technical SEO
- Google focuses on the user experience
- Updates, Algorithms, and ranking system
- Website Asset Optimization(Video, images, reviews)
- Link building
- Increase website SEO for more sales
- Conducting SEO Audit

Module 3 - Search Engine Marketing

Learn how paid ads work with the help of keyword research. You will learn about different types of paid advertisement

- Overview of search engine marketing
- Understanding concepts of pay-per-click (PPC), Google Ads algorithms, Ad rank & ad positioning
- Keyword research and optimization

- Strategies to make best ad copies giving 100% ad strength How to target the right customers with demographics, interests, location, etc.
- Use of dynamic keyword insertion
- Difference between the standard shopping ads and smart ads

Module 4 - Content Marketing

Learn about the content research strategies and tools to design the right content (graphics, videos) from the social media channels' point of view in this course. You will also learn how to define the goals and objectives at every marketing funnel stage using the right informative content.

- Content marketing as a backbone of digital marketing
- How to create and use an effective content calendar for future activities
- How content can help in improving the performance of paid ads
- Best mobile ad content sizes for better results

Module 5 - Social media marketing

In this Internship, understand the need for social media channels, learn how to select the right content type in context for the right social media channel, and the importance of social media in e-commerce.
- Digital and SMM Overview
- Social Brand Management
- SMM Significance, Role, Goals and Elements
- SMM Strategy and Channels SMM Key Metrics
- Organic Postings
- Creating Facebook and Instagram ads

LEARN AND GROW MODULE

GRAPHIC DESIGN

Graphic design is a creative field where visuals are designed to share messages or ideas with specific audiences. It includes many areas, like web design, animation, and motion graphics.
Let's explore some of the key software tools used in graphic design that we will be learning about.

- Introduction
- Graphic design theory
- Adobe Photoshop
- Adobe illustration
- Adobe premiere pro
- Adobe after effects
- Blender

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CREATIVITY

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