

ACADEMIC BROCHURE



Spearhead Academy is a Media training institute, established by the Village TV Trust (R.), Mangaluru, India, a Socio-economic initiative supported by the Spearhead Media Group. Spearhead Academy focuses on applied media training through Industry-oriented short-term courses, graduate and postgraduate Courses to help young minds at the grassroots develop and hone their media, Communication, and research skills to add value to themselves and the Industry.

SEO COURSE



Course Objective:

Course will cover the basics of SEO so you can finally understand Search Engine Optimization 101.

Course Outline:

Course will cover the following topics :

- Learning the basics of how search engines work and Google's algorithm and updates.
- On-page SEO that involves content, title tags, URLs, internal linking, and site architecture.
- Off-page SEO and how it affects your site visibility
- SEO Tools - Google Analytics and Google search console
- Keyword research and Link building

Eligibility:

Candidates interested in pursuing their career in Digital marketing. Must have completed Graduation and have basic computer knowledge.

FEES

Rs. 5000/-*

Total Hrs : 20hrs



Ashwini Rao

Ashwini Rao is a Digital Marketing Specialist with an experience of working for a wide variety of industries from small local businesses to companies with national and international audiences. Her experience in digital marketing comes from a wide range of opportunities, working on implementing SEO strategies, Social Media Strategies, and dynamic content creation as well as optimization for the automotive, tech, news and industrial wholesaler organizations.





BASICS OF EFFECTIVE WRITING

Course Objective:

Course will include basics of Effective Writing skill which will help the candidate to write with perfection

Course Outline:

Course will cover the following topics :

- Better Writing Using Personal Experiences
- Better Writing through Appropriate Vocabulary and Grammar
- Writing for Effective Communication: Formal Occasions
- Effective Writing across the Curriculum
- Creative Writing

Eligibility:

Candidate must have passed 12th in Any Stream from a Recognized Pre-University

FEES

Rs. 3750/-*

Total Hrs : 15hrs



Brian A Fernandes

Brian started writing way back when he was in College in the 1980s. From Poems to Fiction, to in-depth analytical pieces, he writes them all. Currently, he writes a weekly humour column, "Brian's Subtle Humour" for Digital News Portal, Newskarnataka.com and edits a monthly English News Magazine Karnataka Today. He is an active Toastmaster, loves learning, and imparting learning, so learning writing with Brian can only help you grow personally and professionally. That's our take! It's your call!



CREATIVE BUSINESS MANAGEMENT



Course Objective:

Knowhow on the concepts of CBM in the current digital scenario

Course Outline:

Course will cover the following topics :

- Vision and Mission
- Niche – Market and Product
- 3 Ms – Men (People)
- 3 Ms – Material
- 3 Ms – Money (Funds)
- Market Study, Research and Report
- Organization Structure
- Achievements
- Teamwork and Compensation
- Growth

Eligibility:

Graduated/ PG Students of Any Stream from a Recognized University



Valerian Dalmaida

Valerian has involved himself in the empowerment and upliftment of the socio-economically disadvantaged from his childhood. It is where he imbibed the concepts of social entrepreneurship. Today, as a Chartered Accountant with more than 42 years of experience in various aspects of business, both as a professional and serial social entrepreneur in India and Abroad, he is primed to share his experiential knowledge of starting and running a business with you. It will be a fascinating journey for those who believe they want to learn, earn and create employment as he is already a much sought-after motivational speaker and a Guest Resource person for Business Management studies at Corporates, and Institutions of Higher Learning in India and Abroad.

FEES

Rs. 3750/-*

Total Hrs : 15hrs





ELEMENTS OF GRAPHIC DESIGN

FEES

Rs. 2500/-*

Total Hrs : 15hrs

Course will include Basics of Graphic Design in Adobe Photoshop and Adobe Illustrator as well as Canva

Course Objective:

Course Outline:

Course will cover the following topics :

- Principles of Design •
- Software Overview (Ps & Ai) •
- Colour Theory and Image and Export Formats and their Uses •
- Textual Elements of Design (Calligraphy, Fonts, etc) •
- Print, Branding, Mockup. •
- Core Skills (Canva) •
- Real-world Examples (Canva) •
- Basic Graphic Design Theory (Canva) •
- Canva Pro •
- Video & Animation (Canva) •

Eligibility:

Candidate must have passed 12th in Any Stream from a Recognized Pre-University

Canute J Pinto



Canute's encounter with design began Accidentally when he had to produce a weekly magazine and then over a period of 20 years has worked on 1000+ projects for various organizations with a decent grip on Printing Industry. Learning, unlearning and relearning is in his blood and so is sharing the knowledge with others. Training, Managing, Interacting, Organizing is what he does when not on Designing Role.

Harshith Holla



Harshith Holla pursued B.Sc. in Animation and VFX. He is experienced as Associate Producer and as Editor in a Mobile gaming company in Gujarat prior to joining Quick. Currently, he is Handling the visualization and creatives for Quick Advisory clients

2022

ADMISSIONS OPEN

CONTACT :

Srinivasa Pejathaya M.A. (MCJ), NET, KSET
Principal

+91 94481 07667

principal@spearheadacademy.com

For further queries, Contact :

+91 81520 78677



REGISTER ASAP

Details will be
communicated to
you

**Those who Register before 15th October 2022 will get a 50% concession on the fees*



SPEARHEAD ACADEMY

C4, First Floor, City Gate Building, Kadri Ward,
Mangalore - 575002

info@spearheadacademy.com

spearheadacademy.com