



MZ Innovations (Pvt) Ltd.

SKILL BASED Short Courses

**OUR
COURSES**

**ADMISSIONS
OPEN**



Ministry of Information Technology
& Telecommunication

DIGITAL PAKISTAN

PAKISTAN

PSEB

SOFTWARE
EXPORT BOARD



P@SHA
PAKISTAN IT INDUSTRY ASSOCIATION

GRAPHIC DESIGNING

COURSE OUTLINE

- ➡ ADOBE ILLUSTRATOR
- ➡ ADOBE PHOTOSHOP
- ➡ ADOBE IN DESIGN
- ➡ CorelDRAW
- ➡ CANVA

WordPress

COURSE OUTLINE

- ➡ Wordpress introduction
- ➡ Elementor & WP Backery page builder
- ➡ Blog setup
- ➡ Themes installation
- ➡ Plugin installation
- ➡ Advance website design
- ➡ Website launching
- ➡ Integrating woocommerce into your wordpress site
- ➡ Domain and hosting

Web Development

COURSE OUTLINE

- ➡ HTML,CSS,BOOTSTRAP
- ➡ JAVASCRIPT ES6, JQUERY
- ➡ Animation, Dom Manipulation
- ➡ MySQL, OOP CONCEPT, PHP
- ➡ Domain/Hosting
- ➡ Introduction LARAVEL

Social Media Marketing

COURSE OUTLINE

- ➡ MARKET RESEARCH
- ➡ COMPETITOR ANALYSIS
- ➡ LATEST TRENDS
- ➡ SOCIAL MEDIA PAID ADS
- ➡ CAMPAIGN PLANNING & MEDIA
- ➡ DEVELOPING A SM & CONTENT STRATEGY

SEO (SEARCH ENGINE OPTIMIZATION)

COURSE OUTLINE

- ➡ FUNDAMENTALS OF SEO
- ➡ WEBSITE CONTENT STRATEGY
- ➡ ON-PAGE SEO
- ➡ OFF-PAGE SEO
- ➡ TECHNICAL SEO
- ➡ GOOGLE TOOLS
(ADSENSE, SEARCH CONSOLE, ANALYTICS & TAG MANAGER)

***Trainings
Internship + Job***
*The more you learn,
The more you earn*



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