





# About Parinitha Technologies

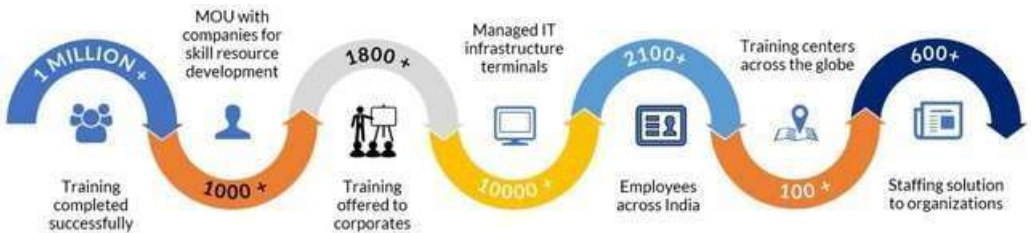
The main motto of Parinitha Technologies Institute is to provide the best professional education to our students and to turn them into knowledgeable and successful IT professionals & 100% Job assistance is assured.

We make every effort to prepare our students to face the challenges of today's rapidly evolving IT marketplace. Our training manuals and exercise materials are very effective in enhancing students knowledge and skills base.

Students can take any of our courses separately or combine several of them to achieve higher levels of proficiency in information technology

[Know More](#)

## Experience Summary



# OVERVIEW



## Who can take up?

Freshers / Experienced / Diploma / Graduates / Post graduates in any stream



## Duration

**500 Hrs**  
(2 Hrs/Day 12 Months, 4 Hrs/Day 6 Months or 8Hrs/Day 3 Months)



500 Hrs  
of online training



150 Hrs of LIVE mentoring  
& doubt clarification sessions



100+  
lab assignments

## Course Overview

Master fundamentals in core Java

Learn to code server side and create dynamic web pages using advanced Java

Master fundamentals in general purpose programming & scripting language – Python

Learn to design interactions, functional web pages using HTML, CSS and JavaScript

Understand the process of designing, managing & handling structured data in MySQL

Integrate third party APIs using Springs and Hibernate

Understand end to end process of building code, hosting and maintaining it

3 hours of the classroom session on weekdays

Doubt Clarification session

2 hours of hands-on coding on weekdays

Talks from industry experts

Case Studies solved on every module

Mock interviews at regular intervals

Daily Assignments

Weekly Assessments

## A DAY/WEEK WITH US

## TOOLS & TECH



# LEARNING TRACK

01

## Learn Fundamentals

Introduction to digital marketing, platforms & strategies

02

## Learn Website and SEO Basic

Website concepts, on-page & off-page SEO fundamentals

03

## Learn SMM

Facebook, Instagram, LinkedIn marketing & content strategy

04

## Learn PPC

Google Ads, social media ads & campaign basics

05

## Learn Content and Email Marketing

Content creation, branding & email marketing basics

06

## Learn Analytics

Google Analytics, performance tracking

07

## Build Project

Understand the complete process of building code, integrating modules, hosting an application, and maintaining it.

08

## Practice Aptitude

Build your logical and reasoning skill to crack the interviews

09

## Learn Interview Etiquette

Learn a set of manners that is accepted in a profession.

# DETAILED SYLLABUS

## 1. Digital Marketing Fundamentals

Introduction to Digital Marketing

Traditional Marketing vs Digital Marketing

Digital Marketing Channels Overview

Customer Journey & Marketing Funnel

Branding & Online Presence Basics

Career Opportunities in Digital Marketing

## 2. Website & SEO Concepts

### Website Basics

How websites work

Domain, Hosting & CMS (WordPress basics)

Website structure & user experience (UX)

### Search Engine Optimization (SEO)

Search engine working principles

Keyword research concepts

On-page SEO fundamentals

Off-page SEO fundamentals

Technical SEO overview

Local SEO basics

## 3. Social Media Marketing (SMM)

Introduction to Social Media Platforms

Facebook & Instagram Marketing

LinkedIn Marketing basics

Content planning & posting strategy

Organic vs Paid social media

Social media engagement & branding

# DETAILED SYLLABUS

## 4. Paid Advertising (PPC)

Introduction to Paid Ads

Google Ads overview

Search Ads, Display Ads & Video Ads

Social Media Advertising basics

Ad copywriting concepts

Budgeting, bidding & campaign optimization

## 5. Content & Email Marketing

### Content Marketing

Content strategy & planning

Blog, video & social media content

Content calendar creation

Branding & storytelling basics

### Email Marketing

Email marketing concepts

Email tools overview

Campaign creation & automation basics

Email etiquette & compliance

## 6. Analytics, Tools & Live Project

Introduction to Web Analytics

Google Analytics concepts

Google Search Console basics

Tracking user behavior & conversions

Performance analysis & reporting

Live project & campaign implementation

# SAMPLE CERTIFICATE



## Student Testimonials



**Santhosh Akula**  
Software developer

I had an excellent experience at Parinitha Technologies. The trainers were knowledgeable & trained me from basics, and the curriculum was well-structured and relevant to current industry standards. The hands-on training and real-world applications greatly enhanced my learning. I highly recommend this institute to anyone looking to advance their skills and career. Thank you for showing me a great path.



**B SRIKANTH**  
Cybersecurity

I had got place at a package of 7lpa as an fresher. It took cybersecurity. All the trainers are providing the full and transparency and providing the good knowledge and has good guidance from their side



**Shishira Ramesh**  
Full stack Engineer

I had an wonderful experience in this technology. 😊  
The trainer's are very good intractors here. They are also very good in explaining and clearing with our doubts.. so yea I had very good experience in parinitha technology.

### Get in Touch

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