Intern Stump®

PRODUCT BROCHURE

LIVE COURSE

Digital Marketing and AI

Master digital marketing and AI tools from basics to advanced. Build live campaigns, automate content, analyse data and create a job-ready portfolio with live mentor-led sessions.

Industry-Led Course | Applications Closed | Technical

DURATION
3 Months

LEVEL
Beginner to Advanced

MODE
Live Online

LANGUAGE
English

BATCH STARTS
16 Nov 2026

ENROLMENT CLOSES
15 Nov 2026

COURSE FEE

Starting from

₹2,999

3 plans - compare them in Plans & pricing

Scan the QR code on the back cover to view details & enrol

internstump.com

LIVE COURSE BROCHURE

Inside this brochure

Everything on the Digital Marketing and AI page, in one document. Tap a section to jump to it.

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01 · AT A GLANCE

Course Overview

Master digital marketing and AI tools from basics to advanced. Build live campaigns, automate content, analyse data and create a job-ready portfolio with live mentor-led sessions.

This live, mentor-led course takes you from digital marketing fundamentals to AI-powered campaign automation. You will work on SEO, paid ads, social media, email and analytics using real tools, build nine portfolio projects, and finish ready for marketing roles or freelancing.

DURATION **3 Months**	LEVEL **Beginner to Advanced**
MODE **Live Online**	LANGUAGE **English**
BATCH STARTS **16 Nov 2026**	ENROLMENT CLOSES **15 Nov 2026**
RATING **5.0 / 5**	LEARNERS **134+ Learners Enrolled · Trusted by ambitious learners nationwide**

COURSE FEE

Starting from ₹2,999

3 plans - compare them in Plans & pricing

Enrollment for Nov 2026 Batch closed on 15 Nov 2026.

Highlights

Industry-Led Upskilling Courses

Learn from industry professionals with years of real-world experience.

Personalized Mentorship

Get one-on-one guidance tailored to your career goals and aspirations.

Premium Resources

Access course materials, job portal, free events, challenges and learner 8C Appraisal reports.

Vibrant Community

Connect with like-minded peers and build lasting professional relationships.

02 · SIMPLE 3-STEP JOURNEY

How Our Courses Work

A structured, step-by-step path designed to take you from foundational learning to career success with industry guidance.

01

Step 1: Enroll & Get Started

Choose your course and complete the enrollment process. Access your learning materials instantly and join our community of learners.

✓ Instant access to course materials
✓ Personalized learning dashboard
✓ Welcome orientation session

02

Step 2: Learn & Practice

Engage with interactive lessons, live sessions, and hands-on projects. Learn from industry experts and apply your knowledge in real-world scenarios.

✓ Live classes with expert instructors
✓ Hands-on practical projects
✓ One-on-one mentorship support

03

Step 3: Complete & Get Certified

Finish your coursework, pass assessments, and receive your professional certificate. Launch your new career with confidence and credentials.

✓ Industry-recognized certificate
✓ Portfolio of completed projects
✓ Career placement assistance

03 · BEFORE YOU ENROLL

Eligibility & Prerequisites

Check who this course is designed for and what you should know before your first class.

WHO CAN JOIN

Eligibility

- ✓ Students from any stream or college year
- ✓ Freshers looking for marketing or AI roles
- ✓ Working professionals wanting to switch careers
- ✓ Entrepreneurs and freelancers growing an online business

BEFORE YOU START

Prerequisites

- ✓ Basic computer and internet skills
- ✓ Comfort with reading and writing English
- ✓ A laptop with a stable internet connection
- ✓ Willingness to practise on live campaigns
- ✓ Curiosity about social media and online business

04 · CAREER-READY SKILLS

Skills You Will Gain

Hands-on skills you will practise in live classes, assignments and projects throughout the course.

Search Engine Optimization | Keyword Research | Google Ads | Meta Ads | Social Media Marketing | Content Marketing | Email Marketing | Marketing Automation | Google Analytics 4 | Prompt Engineering | AI Content Creation | Conversion Rate Optimization | Copywriting | Funnel Building | Performance Reporting

05 · PRODUCT ECOSYSTEM ARCHITECTURE

How we designed our Product?

An all-in-one ed-tech ecosystem carefully engineered to bridge learning, practical skill assessment, career guidance, and employment.

WORLD'S FIRST FEATURE

8C Appraisal Report

Proprietary evaluation matrix measuring holistic performance across 8 career pillars for authentic proof-of-work.

Communication · Configuration · Chronicle · Completeness · Cognizance · Conception · Comprehension · Case Study

Industry Validated · 100% Data Score

SUBJECT MATTER EXPERT AI

Insyrio AI

Get instant 24/7 doubt solving and concept clarifications directly from our specialized AI trained on your enrolled courses.

- ✓ 24/7 Course-Specific SME Assistant
- ✓ Instant Step-by-Step Doubt Resolution

Instant Learning Support

GAMIFIED REWARDS

iSure Coins

Use iSure Coins for AI career tools, masterclasses and CertiQ - and part-pay your course fee with them.

- ✓ Earn Perks & Rewards · Pay with Coins

Redeem Rewards Store

AI ENGINE

AI Career Diagnosis

Algorithmic analysis mapping strengths, gaps, and tailored pathways for industry roles.

- ✓ Skill Gap Mapping

Personalized Roadmap

CURRICULUM

Industry-Led Courses

Handcrafted learning modules built directly alongside senior engineering, design, and management leads.

Practical Frameworks

LIVE

Live Classes

Interactive classrooms with live chat, code walk-throughs, and real-time engagement.

Real-time Q&A Support

AUTO-SCAN

AI Resume ATS

Instant ATS optimization scanner ensuring your resume passes screening software effortlessly.

High Parser Score

PRACTICAL

Assignments

Industry-grade project briefs with detailed feedback and grading from experienced mentors.

Code & Work Reviews

WEEKLY

Challenges

Weekly hackathons, coding sprints, and design contests to test your problem-solving skills.

Leaderboard Ranking

NETWORKING

Events

Exclusive expert keynotes, career fairs, and interactive networking workshops.

Free Community Pass

1-ON-1

Live Mentorship

Direct one-on-one video guidance sessions with experienced industry practitioners.

Personalized Growth

TRACKING

Attendance

Class-by-class attendance tracking to ensure disciplined, consistent progression.

Attendance Reports

HIRING

Jobs

Direct hiring pipeline connecting top-performing learners directly with recruiter managers.

Exclusive Placements

FREE ACCESS

Free Books

Curated digital library filled with essential tech, management, and soft-skill books.

Instant Digital Library

ARTICLES

Blog

In-depth technical tutorials, industry trend analysis, and career growth strategies.

Updated Weekly

FREE ACCESS

Free Study Material

Downloadable cheat sheets, interview preparation guides, templates, and revision notes.

One-Click Downloads

06 · COURSE CURRICULUM

What You Will Learn

A carefully sequenced curriculum - every section breaks into modules and hands-on topics taught live by industry experts.

5	30	180	9
SECTIONS	MODULES	TOPICS	PROJECTS

NO.	MODULE	TOPICS	SESSIONS
SECTION 01 · 6 modules · 36 topics **Digital Marketing Foundations and Strategy** Build a solid base in digital marketing concepts, customer understanding, channel planning, and measurement while learning how AI supports every strategic decision.			
M1.1	**Digital Marketing Landscape and Careers** Understand how the digital marketing ecosystem works, the roles within it, and where AI fits in.	1 Introduction to Digital Marketing 2 The Digital Marketing Ecosystem 3 Roles and Career Paths in Digital Marketing 4 How AI Is Changing Marketing 5 Setting Up Your Marketing Toolkit 6 Building a Personal Marketing Portfolio Plan	**1 – 6** · 6 sessions
M1.2	**Marketing Fundamentals and Consumer Psychology** Apply core marketing principles and buyer psychology to digital contexts.	1 Marketing Mix for the Digital Age 2 Segmentation Targeting and Positioning 3 Buyer Personas and Audience Research 4 Consumer Psychology and Buying Behavior 5 Value Proposition and Messaging 6 Brand Identity and Voice	**7 – 12** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M1.3	**Digital Marketing Strategy and Planning** Learn to turn business goals into structured and actionable marketing strategies.	1 Business Goals and Marketing Objectives 2 Market and Competitor Analysis 3 The Marketing Funnel and Customer Journey 4 Channel Selection and Budget Allocation 5 Content and Campaign Calendars 6 Writing a Digital Marketing Plan	**13 – 18** · 6 sessions
M1.4	**Websites and Landing Pages for Marketers** Understand how websites support marketing and how to build pages that convert.	1 How Websites Work for Marketers 2 Building a Site with WordPress or No-Code Tools 3 User Experience and Conversion Principles 4 Landing Page Design and Copywriting 5 Lead Capture Forms and Thank You Flows 6 Basic A/B Testing for Pages	**19 – 24** · 6 sessions
M1.5	**Analytics and Measurement Foundations** Learn to track, measure, and interpret marketing performance with confidence.	1 Key Metrics and KPIs in Digital Marketing 2 Google Analytics Setup and Navigation 3 Events Conversions and Goal Tracking 4 Google Tag Manager Essentials 5 UTM Parameters and Attribution 6 Dashboards and Reporting with AI Support	**25 – 30** · 6 sessions
M1.6	**AI Tools and Ethics for Marketers** Get hands-on with AI assistants and learn to use them responsibly in marketing work.	1 Prompt Engineering Basics for Marketing 2 AI for Research and Idea Generation 3 Building a Reusable Prompt Library 4 Data Privacy and Consent in Marketing 5 Ethical and Responsible Use of AI 6 Section Capstone: Strategy Pitch with AI Support	**31 – 36** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
SECTION 02 · 6 modules · 36 topics **SEO and Content Marketing with AI** Learners master search engine optimization and content marketing workflows by combining proven strategy with AI tools for research, creation, optimization and measurement.			
M2.1	**Search Engine Fundamentals and AI Powered Keyword Research** Understand how search engines work and use AI tools to discover and prioritize high value keywords.	1 How Search Engines Crawl Index and Rank 2 Search Intent and the Customer Search Journey 3 Keyword Research with Google Keyword Planner and Search Console 4 AI Assisted Keyword Expansion and Clustering 5 Competitor and Content Gap Analysis 6 Building a Keyword Strategy and Priority Matrix	**37 – 42** · 6 sessions
M2.2	**On Page SEO and Content Optimization** Optimize individual pages for search engines and users using AI supported audits and editing workflows.	1 Title Tags Meta Descriptions and Headings 2 URL Structure Internal Linking and Site Architecture 3 Image Video and Rich Media Optimization 4 Schema Markup and Structured Data 5 AI Powered On Page Audits with Surfer and Clearscope 6 Optimizing for Featured Snippets and AI Overviews	**43 – 48** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M2.3	**Technical SEO and Site Performance** Diagnose and fix the technical issues that affect crawlability, speed and user experience.	1 Crawlability Robots Files and XML Sitemaps 2 Site Speed and Core Web Vitals 3 Mobile First Indexing and Responsive Experience 4 Duplicate Content Canonicals and Redirects 5 Running a Technical Audit with Screaming Frog 6 Automating SEO Tasks with AI and Spreadsheets	**49 – 54** · 6 sessions
M2.4	**Off Page SEO Local SEO and Authority Building** Build trust and visibility through links, local presence and brand signals.	1 Backlinks and Link Quality Fundamentals 2 Ethical Link Building Strategies 3 AI Assisted Outreach and Relationship Building 4 Local SEO and Google Business Profile 5 Reviews Citations and Reputation Management 6 Toxic Links Disavow and Penalty Recovery	**55 – 60** · 6 sessions
M2.5	**AI Powered Content Creation and Content Marketing Strategy** Plan and produce high quality content at scale using AI while keeping originality and brand voice.	1 Content Marketing Strategy and Editorial Calendars 2 Prompt Engineering for Marketing Content 3 Writing SEO Blog Posts with AI Assistance 4 Brand Voice E-E-A-T and Avoiding Thin AI Content 5 Repurposing Content Across Channels with AI 6 Visual and Video Content with AI Tools	**61 – 66** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M2.6	**SEO Analytics Reporting and Career Application** Measure organic performance, report results and turn skills into portfolio work and job readiness.	1 Google Analytics 4 for Organic Traffic Analysis 2 Rank Tracking and Search Console Insights 3 Building SEO Dashboards in Looker Studio 4 Content Performance Audits and Refresh Strategy 5 SEO Reporting and Communicating ROI to Clients 6 Capstone Project and SEO Career Preparation	**67 – 72** · 6 sessions

SECTION 03 · 6 modules · 36 topics

Paid Advertising on Google and Meta

Learners plan, launch, optimize and report on paid campaigns across Google Ads and Meta platforms using AI-assisted workflows.

NO.	MODULE	TOPICS	SESSIONS
M3.1	**Paid Media Fundamentals and Account Setup** Learners understand how paid auctions work and set up professional ad accounts with correct tracking.	1 How Online Ad Auctions Work 2 Paid Media Metrics and Benchmarks 3 Setting Up Google Ads and Merchant Accounts 4 Setting Up Meta Business Manager and Ad Accounts 5 Conversion Tracking with Tags and Pixels 6 Budgeting and Campaign Planning with AI	**73 – 78** · 6 sessions
M3.2	**Google Search Advertising** Learners build and optimize high-intent search campaigns from keyword research to ad copy.	1 Keyword Research for Paid Search 2 Match Types and Negative Keywords 3 Campaign and Ad Group Structure 4 Writing Responsive Search Ads with AI 5 Ad Assets and Extensions 6 Smart Bidding and Search Optimization	**79 – 84** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M3.3	**Google Display, YouTube and Shopping Ads** Learners extend reach with visual, video and product advertising formats.	1 Display Campaigns and Audience Targeting 2 Designing Ad Creatives with AI Tools 3 YouTube Video Ad Formats 4 Google Shopping and Merchant Center Feeds 5 Performance Max Campaigns 6 Remarketing on Google Platforms	**85 – 90** · 6 sessions
M3.4	**Meta Advertising on Facebook and Instagram** Learners create full-funnel campaigns on Meta platforms with strong creative and targeting.	1 Meta Campaign Structure and Objectives 2 Audience Targeting and Custom Audiences 3 Ad Placements and Advantage Plus 4 Creating Scroll Stopping Creatives with AI 5 Lead Generation Ads and Instant Forms 6 Retargeting and Catalog Sales on Meta	**91 – 96** · 6 sessions
M3.5	**Testing, Optimization and Automation** Learners improve results through structured experiments, landing page work and AI-driven automation.	1 A/B Testing Frameworks for Ads 2 Landing Page Optimization for Paid Traffic 3 Scaling Budgets and Managing Ad Fatigue 4 Automated Rules and Scripts 5 Using AI for Ad Analysis and Insights 6 Policy Compliance and Account Health	**97 – 102** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M3.6	**Reporting, Client Work and Career Readiness in Paid Media** Learners turn campaign skills into reports, proposals and a job-ready portfolio.	1 Attribution Models and Conversion Analysis 2 Building Paid Media Dashboards 3 Client Reporting and Storytelling 4 Pricing Proposals and Managing Ad Clients 5 Live Campaign Capstone Build 6 Certifications Portfolio and Interview Preparation	**103 – 108** · 6 sessions

SECTION 04 · 6 modules · 36 topics

Email, Social Media and Marketing Automation

Learners build and run email programs, organic social media channels and automated marketing workflows using AI tools to save time and improve results.

NO.	MODULE	TOPICS	SESSIONS
M4.1	**Email Marketing Fundamentals** Learners understand how email marketing works and set up the technical and strategic base for a successful program.	1 Role of Email in the Marketing Funnel 2 Choosing an Email Service Provider 3 Building and Growing an Email List 4 Email Compliance and Deliverability Basics 5 List Segmentation and Personalization 6 Email Metrics and Reporting	**109 – 114** · 6 sessions
M4.2	**Email Campaigns with AI** Learners write, design, test and optimize email campaigns using AI assistance.	1 Writing Subject Lines and Preview Text with AI 2 Email Copywriting Frameworks 3 Designing Responsive Email Templates 4 A/B Testing Email Campaigns 5 Newsletters and Promotional Campaigns 6 AI Send Time Optimization and Predictive Tools	**115 – 120** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M4.3	**Social Media Strategy and Content Creation** Learners plan platform-specific social media strategies and produce content efficiently with AI.	1 Social Media Strategy and Platform Selection 2 Brand Voice and Content Pillars 3 Creating Posts and Carousels with Canva and AI 4 Short Form Video for Reels and Shorts 5 Writing Captions and Social Copy with AI 6 Building a 30 Day Content Calendar	**121 – 126** · 6 sessions
M4.4	**Community, Influencer and Social Growth** Learners grow audiences through engagement, partnerships and social analytics.	1 Community Management and Engagement 2 Social Listening and Reputation Management 3 Influencer Marketing Fundamentals 4 LinkedIn Marketing and Personal Branding 5 Social Media Analytics and Reporting 6 Social Media Scheduling and Management Tools	**127 – 132** · 6 sessions
M4.5	**Marketing Automation and CRM** Learners design automated customer journeys and manage leads using CRM and automation platforms.	1 Introduction to Marketing Automation 2 CRM Fundamentals with HubSpot 3 Lead Capture and Lead Scoring 4 Building Email Drip and Welcome Sequences 5 Abandoned Cart and Behavior Triggered Flows 6 Connecting Tools with Zapier and Make	**133 – 138** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M4.6	**AI Driven Marketing Operations and Capstone** Learners apply AI agents, chatbots and analytics to run integrated campaigns and complete a capstone project.	1 AI Chatbots for Lead Generation and Support 2 WhatsApp and SMS Marketing 3 AI Workflows for Content Repurposing 4 Customer Segmentation and Insights with AI 5 Integrated Campaign Planning Across Channels 6 Capstone Project and Portfolio Presentation	**139 – 144** · 6 sessions

SECTION 05 · 6 modules · 36 topics

Analytics, AI Workflows and Career Portfolio

Learners master marketing analytics and reporting, build AI powered workflows and agents, and finish by assembling a job ready portfolio with a capstone campaign.

M5.1	**Web Analytics with Google Analytics 4** Learners set up and interpret GA4 to understand how users find and behave on a website.	1 GA4 Setup and Data Model 2 Google Tag Manager Essentials 3 Conversions and Key Events 4 Acquisition and Audience Reports 5 Behavior and Exploration Reports 6 UTM Strategy and Campaign Tracking	**145 – 150** · 6 sessions
M5.2	**Reporting, Dashboards and Data Storytelling** Learners turn raw marketing data into dashboards and clear recommendations for stakeholders.	1 Marketing KPIs and Metrics Framework 2 Looker Studio Dashboards 3 Spreadsheet Analysis for Marketers 4 A/B Testing and Experimentation 5 Attribution and Budget Allocation 6 Data Storytelling and Client Reporting	**151 – 156** · 6 sessions
M5.3	**AI Powered Marketing Analytics** Learners use AI tools to speed up analysis forecasting and insight generation.	1 AI Assistants for Data Analysis 2 Customer Segmentation with AI 3 Predictive Insights and Forecasting 4 Sentiment and Social Listening with AI 5 AI for Competitor and Market Research 6 AI Ethics Privacy and Compliance	**157 – 162** · 6 sessions

NO.	MODULE	TOPICS	SESSIONS
M5.4	**Building AI Workflows and Agents** Learners design repeatable AI workflows that automate real marketing tasks end to end.	1 Advanced Prompt Engineering for Marketers 2 Workflow Automation with No Code Tools 3 AI Content Production Pipeline 4 Custom GPTs and Marketing Assistants 5 Creative Generation with AI Image and Video Tools 6 Introduction to AI Agents for Marketing Tasks	**163 – 168** · 6 sessions
M5.5	**Capstone Campaign and Portfolio Building** Learners plan execute and document a full campaign that becomes the centerpiece of their portfolio.	1 Capstone Brief and Strategy 2 Capstone Build: Content and SEO Assets 3 Capstone Build: Ads Email and Automation 4 Capstone Measurement and Optimization 5 Portfolio Website and Case Study Writing 6 Capstone Presentation and Peer Review	**169 – 174** · 6 sessions
M5.6	**Career Launch and Certification Readiness** Learners prepare for the job market with strong profiles interview skills and a clear growth plan.	1 Digital Marketing Career Paths and Roles 2 Resume and LinkedIn Optimization 3 Job Search and Networking Strategy 4 Interview Preparation and Case Questions 5 Freelancing and Client Acquisition 6 Certifications and Continuous Learning Plan	**175 – 180** · 6 sessions

07 · PLACEMENT TRAINING

Our Placement Support Services

Placement Training comes with the Placement Assistance plan. Once your course is completed, our placement trainers take you through these six live sessions one by one - finish all six to earn the Placement Training Completion Certificate.

01

Complete your course

Placement Training starts after course completion

02

6 sessions, one by one

Each step is scheduled after the previous one is done

03

Get certified

Placement Training Completion Certificate

STEP 1 OF 6 · LIVE SESSION

1:1 Mock Interview

A live one-to-one mock interview with an industry expert, followed by honest feedback on your answers, confidence and presence.

- ✓ Technical & HR round simulation
- ✓ Questions from your course domain
- ✓ Body language & confidence pointers
- ✓ Personal improvement checklist

1:1 Live | Online | Feedback

After course completion · live with a placement trainer

STEP 2 OF 6 · EXPERT REVIEW

Resume Optimization

Your resume reviewed line by line and reshaped into a clear, ATS-friendly profile that highlights your projects and skills.

- ✓ Structure & format review
- ✓ Impact-focused bullet points
- ✓ Course projects showcased
- ✓ Keywords for your target roles

ATS-Ready | Projects | Rewrite

After course completion · live with a placement trainer

STEP 3 OF 6 · PROFILE MAKEOVER

LinkedIn Optimization

Headline, About, skills and featured work tuned so recruiters can find you and quickly see what you can do.

- ✓ Headline & About section
- ✓ Skills & endorsements plan
- ✓ Featured projects & certificates
- ✓ Networking & outreach tips

Discoverable | Skills | Network

After course completion · live with a placement trainer

STEP 4 OF 6 · INDUSTRY-LED

Career-Led Workshop

A practical workshop on job search strategy, applications, interviews and how hiring works in your domain.

- ✓ Finding the right openings
- ✓ Applications that get replies
- ✓ Interview rounds explained
- ✓ Offer & joining essentials

Job Search | Live | Hiring Process

After course completion · live with a placement trainer

STEP 5 OF 6 · MENTOR-LED

Career-Led Mentorship

Personal guidance from an industry mentor on roles, growth paths and your next career moves.

- ✓ Role & domain fit discussion
- ✓ Personal career roadmap
- ✓ Skill gaps to close next
- ✓ Answers to your career questions

1:1 Mentor | Career Path | Growth

After course completion · live with a placement trainer

STEP 6 OF 6 · COMMUNICATION

Industrial Communication Training

Workplace communication that employers expect: emails, meetings, presentations and professional etiquette.

- ✓ Professional emails & messages
- ✓ Meetings & stand-up updates
- ✓ Presenting your work clearly
- ✓ Workplace etiquette & teamwork

Emails | Speaking | Workplace

After course completion · live with a placement trainer

Placement Training Completion Certificate

Complete all six sessions to receive a verifiable certificate listing every training you finished - share it with recruiters along with your course certificate.

08 · SMES

Meet Our SME Board Members

Expert professionals guiding your journey through real-world industry knowledge and practical experience.



SME BOARD MEMBER · SENIOR SME

Venkata Ravali

Product Specialist

Telebu formerly SMS Country · Subject Matter Expert

Steering SME partnership strategies, platform growth models, and institutional business expansion initiatives.

Leading product strategy and development initiatives, with a primary focus on product specialization, feature planning, user experience enhancement, and market alignment. Supporting SME partnership strategies, platform growth models, and institutional business expansion to strengthen product adoption and drive sustainable business growth.



SME BOARD MEMBER · ASSOCIATE SME

Subhani Shaik

Vice President, HR and Operations

Intern Stump Solutions · Associate Subject Matter Expert

Directing organizational workflow, talent acquisition, internal operations, and continuous operational quality improvement.

Overseeing organizational workflows, human resource management, talent acquisition, and internal operations to ensure efficiency and productivity. Driving process optimization, workforce coordination, policy implementation, and continuous operational quality improvement to support organizational growth and excellence.



SME BOARD MEMBER · ASSOCIATE SME

Siva Krishna Chowdhary

Executive

Ex. Indigo · Associate Subject Matter Expert

Product Management and Digital Marketing professional with aviation operations and customer support experience.

Siva Krishna Chowdhary is a professional with experience as an Executive at IndiGo, handling customer support, ground clearance, and aviation operations, alongside expertise in product management and digital marketing, supporting customer experience and business growth.

09 · TOOLS AND TECHNIQUES

Key Tools and Techniques

Master industry-standard methodologies used by top-tier professionals, gaining practical exposure to tools, frameworks, and strategies for results.

INDUSTRY STANDARD 01

Google Analytics 4

Tracks website users, events and conversions to guide marketing decisions.

PAID REACH 02

Google Ads

Runs search, display and video campaigns with keyword and budget control.

SOCIAL ADS 03

Meta Ads Manager

Builds and optimises Facebook and Instagram campaigns with precise audience targeting.

AI POWERED 04

ChatGPT and Prompt Engineering

Uses structured prompts to draft copy, ideas, outlines and campaign plans faster.

SEO TOOLKIT 05

Semrush and Google Search Console

Supports keyword research, rank tracking and technical SEO diagnosis.

CREATIVE 06

Canva and AI Image Tools

Creates social posts, ad creatives and banners with design and generative features.

AUTOMATION 07

Mailchimp and HubSpot

Automates email journeys, segmentation and lead nurturing with CRM basics.

REPORTING 08

Looker Studio

Turns marketing data into shareable live dashboards and client reports.

GROWTH TECHNIQUE 09

A/B Testing and CRO

Compares ad, email and landing page variants to raise conversion rates.

Many More Tools Integrated in Curriculum

10 · COURSE PROJECTS

Projects You Will Work On

Build a strong portfolio by working on industry-relevant projects that simulate real job scenarios, helping you gain confidence and career-ready skills.

INDUSTRY-LED PROJECT 01

Brand Strategy and Audience Persona Kit

Research a real business and build buyer personas, positioning and a channel plan. Use AI tools to speed up competitor and market research.

Duration: 6-10 hours

INDUSTRY-LED PROJECT 02

SEO Website Audit and Optimisation

Audit a live website for technical, on-page and content issues. Deliver a prioritised fix list with keyword mapping.

Duration: 8-12 hours

INDUSTRY-LED PROJECT 03

AI-Assisted Blog and Content Calendar

Plan a 30-day content calendar and produce SEO blog posts using prompt-driven drafting and human editing. Measure quality with a content checklist.

Duration: 8-12 hours

INDUSTRY-LED PROJECT 04

Google Search Ads Campaign

Set up a search campaign with keyword groups, ad copy and budgets. Run it in a sandbox or live with a small budget and report results.

Duration: 8-12 hours

INDUSTRY-LED PROJECT 05

Meta Ads Lead Generation Funnel

Build a lead ad funnel with creatives, audiences and a landing page. Test variants and optimise for cost per lead.

Duration: 8-12 hours

INDUSTRY-LED PROJECT 06

Email Automation Sequence

Design a welcome and nurture email flow with segmentation and triggers. Use AI to write and test subject lines and measure open and click rates.

Duration: 6-10 hours

INDUSTRY-LED PROJECT 07

AI Social Media Content Engine

Create a repeatable workflow that generates posts, captions and visuals with AI tools. Schedule content across platforms and track engagement.

Duration: 6-10 hours

INDUSTRY-LED PROJECT 08

GA4 Analytics Dashboard

Connect Google Analytics 4 and Looker Studio to build a live marketing dashboard. Track traffic, conversions and campaign ROI.

Duration: 6-10 hours

INDUSTRY-LED PROJECT 09

Capstone Growth Campaign and Portfolio

Plan and launch an end-to-end campaign for a real or mock brand combining SEO, ads, email and AI automation. Present results in a case study for interviews.

Duration: 12–18 hours

11 · CHOOSE YOUR PLAN

Plans & pricing

Every plan includes live classes with industry SMEs and a verified course completion certificate. Pick the depth of support you want - your plan also unlocks discounts across Intern Stump.

Starts	16 Nov 2026	**Enrolment closed**	15 Nov 2026
Duration	3 Months	**Timings**	7:00 PM – 8:00 PM IST
Batch	Nov 2026 Batch (16 Nov 2026 - 02 Mar 2027)	**Batch status**	Batch closed · Applications closed on 15 Nov 2026

Compare plans One-time fee · inclusive of GST	Plan 1 **Course Only** Live classes with your SME, SME AI and live doubt chat. **₹2,999** ~~₹10,000~~ · 70% OFF	MOST POPULAR Plan 2 **Course + Live Work Experience** Build real projects and earn a live work experience certificate. **₹4,999** ~~₹20,000~~ · 75% OFF	Plan 3 **Placement Assistance** Everything in Live Work Experience, plus placement training. **₹6,999** ~~₹30,000~~ · 77% OFF
Live classes & completion certificate	✓ Included	✓ Included	✓ Included
Live projects	✗ Not included	✓ Included	✓ Included
Live work experience certificate	✗ Not included	✓ Included	✓ Included
8C appraisal (rated by your SME)	✓ Included	✓ Included	✓ Included
SME AI (Insyrio)	✓ Included	✓ Included	✓ Included

Live chat with SME	✓ Included	✓ Included	✓ Included
Placement assistance	✗ Not included	✗ Not included	✓ Included
Plan perks	10% off across Intern Stump - coins, self-paced courses, masterclasses, mock interviews 15% off membership plans	15% off across Intern Stump - coins, self-paced courses, masterclasses, mock interviews 20% off membership plans	20% off across Intern Stump - coins, self-paced courses, masterclasses, mock interviews 25% off membership plans
Also included	• Live classes with industry SMEs • Course completion certificate • 8C appraisal rated by your SME	• Live classes with industry SMEs • Course completion certificate • Live projects reviewed by your SME	• Live classes with industry SMEs • Course completion certificate • Six live placement training sessions

Good to know

Completion certificate

Verifiable ID - a sample certificate can be previewed on the course page.

8C Appraisal System

How the eight Cs work - see the 8C Appraisal section of this brochure.

Part-pay with iSure Coins

Use your coin balance at checkout.

Need help choosing?

See the FAQs or book a free demo.

12 · 8C APPRAISAL

World's First Ed-Tech with 8C Appraisal

Verified 8C Appraisal Certificate: every candidate receives an official corporate readiness report shared directly with hiring partners upon course completion.

The 8C Appraisal is a proprietary evaluation matrix measuring holistic performance across 8 career pillars for authentic proof-of-work:

- Communication
- Configuration
- Chronicle
- Completeness
- Cognizance
- Conception
- Comprehension
- Case Study

13 · HELP & LEARNER ADVISORY CENTER

Frequently Asked Questions

Find answers to common questions about our learning tracks, placement assistance, and 8C evaluation model, or connect directly with an academic consultant.

Q1 Do I need prior marketing experience to join Digital Marketing and AI?

No. The course starts from the basics and moves to advanced topics, so beginners and experienced learners can both benefit.

Q2 How long is the course?

The course runs for 3 Months with live mentor-led sessions and hands-on assignments.

Q3 What is the course fee?

The current fee is ₹4,999 against the actual fee of ₹20,000, which gives you a discount of 75%.

Q4 When does the next batch start?

The next batch is Nov 2026 Batch and starts on 16 Nov 2026. Please check the page for seat availability.

Q5 What are the class timings?

Live classes are held at 7:00 PM – 8:00 PM IST. Recordings and notes help you catch up if you miss a session.

Q6 Will I work on real projects?

Yes. You will complete nine practical projects, including live campaigns, SEO audits, dashboards and a capstone case study.

Q7 Do I need to pay for ad budgets or tools?

Most tools used have free tiers or trials. Ad practice can be done in sandbox mode or with a very small budget of your choice.

Q8 What career support does Digital Marketing and AI offer?

You get portfolio guidance, resume and LinkedIn feedback, mock interviews and tips for jobs or freelancing in digital marketing and AI.

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