

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

Batch details updating soon

Technical



DURATION

3 Months

LEVEL

Beginner to Advanced

MODE

Live Online

LANGUAGE

English

BATCH STARTS

To be announced

ENROLMENT CLOSES

Open

COURSE FEE

₹4,999

₹20,000 - save 75% OFF



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.



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RATING

5.0 / 5

LEARNERS

134+ Learners Enrolled · Trusted by ambitious learners nationwide

COURSE FEE

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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.

SEO

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

SECTIONS

30

MODULES

180

TOPICS

9

PROJECTS

01

SECTION 1

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.

6 modules · 36 topics

M1.1 Digital Marketing Landscape and Careers · 6 topics

Understand how the digital marketing ecosystem works, the roles within it, and where AI fits in.

1

Introduction to Digital Marketing

Explore what digital marketing is, how it differs from traditional marketing, and why businesses invest in it. Review real campaigns from different industries.

MARKETING BASICS

INDUSTRY AWARENESS

2

The Digital Marketing Ecosystem

Map the major channels including search, social, email, content, and paid media and see how they connect. Learn how a customer moves across channels.

CHANNEL MAPPING

CUSTOMER JOURNEY

3

Roles and Career Paths in Digital Marketing

Review job roles such as SEO analyst, social media manager, performance marketer, and marketing analyst. Identify the skills and tools each role demands.

CAREER PLANNING

ROLE MAPPING

4

How AI Is Changing Marketing

Survey practical uses of AI in content, targeting, personalization, and analytics. Discuss opportunities and limitations for beginners.

AI AWARENESS

USE CASES

5

Setting Up Your Marketing Toolkit

Create accounts and workspaces for core tools such as Google Workspace, analytics platforms, and AI assistants. Organize a folder system for projects.

TOOL SETUP

WORKFLOW

6

Building a Personal Marketing Portfolio Plan

Plan a portfolio that will showcase course projects to employers. Choose a niche brand to use throughout the course.

PORTFOLIO

PERSONAL BRANDING

M1.2

Marketing Fundamentals and Consumer Psychology · 6 topics

Apply core marketing principles and buyer psychology to digital contexts.

1

Marketing Mix for the Digital Age

Apply product, price, place, and promotion to online businesses. Analyze a brand's mix using a simple worksheet.

4PS

BRAND ANALYSIS

2

Segmentation Targeting and Positioning

Learn how to divide markets into segments and choose a focused target group. Write a positioning statement for a sample brand.

STP

POSITIONING

3

Buyer Personas and Audience Research

Build data-backed personas using surveys, social listening, and analytics. Use AI to speed up research synthesis.

PERSONAS

AUDIENCE RESEARCH

AI RESEARCH

4

Consumer Psychology and Buying Behavior

Study motivation, trust, social proof, and decision biases that shape online purchases. Apply them to ad and landing page ideas.

PSYCHOLOGY

PERSUASION

5

Value Proposition and Messaging

Craft clear value propositions and message hierarchies that speak to customer pain points. Test variations with AI-generated drafts.

MESSAGING

COPY BASICS

PROMPTING

6

Brand Identity and Voice

Define brand personality, tone of voice, and visual consistency. Create a short brand guide for the course project.

BRANDING

BRAND VOICE

M1.3

Digital Marketing Strategy and Planning · 6 topics

Learn to turn business goals into structured and actionable marketing strategies.

1

Business Goals and Marketing Objectives

Translate business aims into marketing objectives using the SMART framework. Distinguish between awareness, consideration, and conversion goals.

SMART GOALS

OBJECTIVES

2

Market and Competitor Analysis

Use SWOT analysis and competitor audits to find gaps and opportunities. Gather insights with free tools and AI summarization.

SWOT

COMPETITOR AUDIT

RESEARCH

3

The Marketing Funnel and Customer Journey

Design funnel stages from awareness to loyalty and map content to each stage. Identify drop-off points to improve.

FUNNEL DESIGN

JOURNEY MAPPING

4

Channel Selection and Budget Allocation

Choose channels based on audience, goals, and budget. Build a simple budget split with expected returns.

CHANNEL STRATEGY

BUDGETING

5

Content and Campaign Calendars

Plan a month of campaigns with themes, formats, and publishing schedules. Use AI to brainstorm ideas and fill the calendar.

CONTENT CALENDAR

PLANNING

AI IDEATION

6

Writing a Digital Marketing Plan

Combine research, goals, funnel, channels, and budget into a complete plan document. Present the plan in a short stakeholder pitch.

STRATEGY DOCUMENT

PRESENTATION

M1.4 Websites and Landing Pages for Marketers · 6 topics

Understand how websites support marketing and how to build pages that convert.

1 How Websites Work for Marketers

Learn domains, hosting, CMS platforms, and site structure in plain terms. Understand what marketers can control without coding.

WEB BASICS

CMS

2 Building a Site with WordPress or No-Code Tools

Create a simple brand website using a no-code builder or WordPress. Set up pages, menus, and a contact form.

WORDPRESS

NO-CODE

SITE BUILDING

3 User Experience and Conversion Principles

Study layout, speed, mobile responsiveness, and calls to action. Audit a live website for usability issues.

UX

CRO BASICS

4 Landing Page Design and Copywriting

Build a focused landing page with a strong headline, benefits, proof, and call to action. Draft copy with AI and refine it by hand.

LANDING PAGES

COPYWRITING

AI WRITING

5 Lead Capture Forms and Thank You Flows

Set up forms, lead magnets, and automated confirmation pages. Connect form data to a spreadsheet or CRM.

LEAD CAPTURE

FORMS

INTEGRATIONS

6 Basic A/B Testing for Pages

Plan simple split tests on headlines and buttons. Learn how to read results and avoid common testing mistakes.

A/B TESTING

EXPERIMENTATION

M1.5 Analytics and Measurement Foundations · 6 topics

Learn to track, measure, and interpret marketing performance with confidence.

1 Key Metrics and KPIs in Digital Marketing

Understand impressions, clicks, CTR, CPC, CPA, ROAS, and conversion rate. Match KPIs to different campaign goals.

KPIs

METRICS

2

Google Analytics Setup and Navigation

Install Google Analytics on the course website and explore its reports. Learn how to read traffic sources and user behavior.

GOOGLE ANALYTICS

TRACKING SETUP

3

Events Conversions and Goal Tracking

Configure events and conversions for form submissions and button clicks. Verify that tracking fires correctly.

CONVERSIONS

EVENT TRACKING

4

Google Tag Manager Essentials

Use tags, triggers, and variables to manage tracking without editing site code. Deploy a basic tag and test it in preview mode.

TAG MANAGER

TRACKING

5

UTM Parameters and Attribution

Tag campaign links with UTM parameters to trace traffic sources. Compare common attribution models and their trade-offs.

UTM

ATTRIBUTION

6

Dashboards and Reporting with AI Support

Build a simple Looker Studio dashboard and use AI to summarize insights in plain language. Practice presenting findings to a client.

LOOKER STUDIO

REPORTING

AI INSIGHTS

M1.6

AI Tools and Ethics for Marketers · 6 topics

Get hands-on with AI assistants and learn to use them responsibly in marketing work.

1

Prompt Engineering Basics for Marketing

Learn how to write clear prompts with role, context, task, and format. Practice on common marketing tasks like briefs and outlines.

PROMPTING

CHATGPT

PRODUCTIVITY

2

AI for Research and Idea Generation

Use AI to explore trends, customer questions, and campaign angles. Learn how to verify outputs against trusted sources.

AI RESEARCH

FACT CHECKING

3

Building a Reusable Prompt Library

Create and organize prompt templates for recurring marketing tasks. Document what works so the team can reuse it.

PROMPT LIBRARY

WORKFLOW AUTOMATION

4

Data Privacy and Consent in Marketing

Understand GDPR, cookie consent, and responsible data collection. Learn what customer data should never be put into AI tools.

PRIVACY

COMPLIANCE

CONSENT

5

Ethical and Responsible Use of AI

Discuss bias, transparency, copyright, and disclosure when using AI-generated content. Create a simple AI usage policy for a team.

AI ETHICS

GOVERNANCE

6

Section Capstone: Strategy Pitch with AI Support

Present a complete marketing strategy for the course brand using research, funnel, tracking plan, and AI-assisted assets. Receive feedback from instructors and peers.

CAPSTONE

PRESENTATION

STRATEGY

02

SECTION 2

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.

6 modules · 36 topics

M2.1

Search Engine Fundamentals and AI Powered Keyword Research · 6 topics

Understand how search engines work and use AI tools to discover and prioritize high value keywords.

1

How Search Engines Crawl Index and Rank

Learn the mechanics of crawling, indexing and ranking, and how modern AI driven algorithms evaluate pages. Map the stages to practical SEO actions.

SEARCH ALGORITHMS

INDEXING

RANKING FACTORS

2

Search Intent and the Customer Search Journey

Classify queries as informational, navigational, commercial or transactional. Match content types to each stage of the journey.

SEARCH INTENT

JOURNEY MAPPING

CONTENT MATCHING

3

Keyword Research with Google Keyword Planner and Search Console

Use free tools to find search volumes, trends and real query data. Build a starter keyword list for a live project.

KEYWORD PLANNER

SEARCH CONSOLE

QUERY ANALYSIS

4

AI Assisted Keyword Expansion and Clustering

Use AI prompts and tools to expand seed keywords and group them into topic clusters. Validate AI suggestions against real data.

PROMPT ENGINEERING

KEYWORD CLUSTERING

DATA VALIDATION

5

Competitor and Content Gap Analysis

Analyze competitor rankings with tools such as Ahrefs or Semrush and spot gaps. Use AI to summarize competitor strategies quickly.

COMPETITOR ANALYSIS

GAP ANALYSIS

SEMRUSH

6

Building a Keyword Strategy and Priority Matrix

Score keywords by volume, difficulty and business value. Produce a prioritized keyword plan ready for stakeholders.

PRIORITIZATION

KEYWORD DIFFICULTY

STRATEGY PLANNING

M2.2**On Page SEO and Content Optimization** · 6 topics

Optimize individual pages for search engines and users using AI supported audits and editing workflows.

1

Title Tags Meta Descriptions and Headings

Write compelling titles, descriptions and heading structures that improve rankings and click through rates. Use AI to generate and test variations.

TITLE TAGS

META DESCRIPTIONS

CTR OPTIMIZATION

2

URL Structure Internal Linking and Site Architecture

Design clean URLs and internal link paths that distribute authority. Plan a logical site hierarchy for a sample website.

INTERNAL LINKING

SITE ARCHITECTURE

URL DESIGN

3

Image Video and Rich Media Optimization

Optimize alt text, file sizes and video embeds for search visibility and speed. Use AI to draft descriptive alt text at scale.

ALT TEXT

IMAGE SEO

MEDIA COMPRESSION

4

Schema Markup and Structured Data

Add structured data to earn rich results such as FAQs and reviews. Generate and validate markup with AI and testing tools.

SCHEMA MARKUP

JSON-LD

RICH RESULTS

5

AI Powered On Page Audits with Surfer and Clearscope

Use content optimization tools to compare a page against top results and fix gaps. Interpret scores critically rather than blindly.

CONTENT SCORING

SURFER SEO

PAGE AUDIT

6 Optimizing for Featured Snippets and AI Overviews

Structure answers so they are eligible for featured snippets and AI generated search summaries. Practice formatting for concise direct answers.

FEATURED SNIPPETS

AI OVERVIEWS

ANSWER FORMATTING

M2.3 Technical SEO and Site Performance · 6 topics

Diagnose and fix the technical issues that affect crawlability, speed and user experience.

1 Crawlability Robots Files and XML Sitemaps

Control how search engines access a site using robots.txt and sitemaps. Submit and monitor them in Search Console.

ROBOTS.TXT

XML SITEMAPS

CRAWL CONTROL

2 Site Speed and Core Web Vitals

Measure and improve loading, interactivity and visual stability. Use PageSpeed Insights and Lighthouse to prioritize fixes.

CORE WEB VITALS

PAGESPEED INSIGHTS

PERFORMANCE

3 Mobile First Indexing and Responsive Experience

Ensure sites deliver strong mobile experiences that match how Google indexes content. Test layouts and fix common mobile issues.

MOBILE SEO

RESPONSIVE DESIGN

USABILITY TESTING

4 Duplicate Content Canonicals and Redirects

Resolve duplication with canonical tags and correct redirect types. Handle site migrations without losing rankings.

CANONICAL TAGS

301 REDIRECTS

MIGRATION

5 Running a Technical Audit with Screaming Frog

Crawl a website to find broken links, missing tags and indexing problems. Organize findings into a clear action list.

SCREAMING FROG

SITE AUDIT

ISSUE PRIORITIZATION

6 Automating SEO Tasks with AI and Spreadsheets

Use AI and spreadsheet formulas to automate bulk tasks such as tagging, redirect mapping and reporting. Save hours on repetitive work.

SEO AUTOMATION

GOOGLE SHEETS

BULK WORKFLOWS

M2.4 Off Page SEO Local SEO and Authority Building · 6 topics

Build trust and visibility through links, local presence and brand signals.

1 Backlinks and Link Quality Fundamentals

Understand why links matter and how to judge quality, relevance and risk. Review backlink profiles using industry tools.

[BACKLINKS](#)
[DOMAIN AUTHORITY](#)
[LINK QUALITY](#)

2 Ethical Link Building Strategies

Apply guest posting, digital PR and resource page outreach that follow search guidelines. Avoid spammy tactics that trigger penalties.

[LINK BUILDING](#)
[DIGITAL PR](#)
[GUEST POSTING](#)

3 AI Assisted Outreach and Relationship Building

Draft personalized outreach emails with AI and manage follow ups. Keep messages human and relevant to avoid spam.

[OUTREACH](#)
[EMAIL PERSONALIZATION](#)
[PROSPECTING](#)

4 Local SEO and Google Business Profile

Set up and optimize a business profile to win local map results. Manage categories, posts and photos effectively.

[LOCAL SEO](#)
[GOOGLE BUSINESS PROFILE](#)
[MAP PACK](#)

5 Reviews Citations and Reputation Management

Collect reviews, build consistent citations and respond professionally. Use AI to draft review replies with a brand voice.

[REVIEWS](#)
[CITATIONS](#)
[REPUTATION](#)

6 Toxic Links Disavow and Penalty Recovery

Identify harmful links and algorithm penalties and plan recovery steps. Learn when disavowing is truly necessary.

[DISAVOW](#)
[PENALTY RECOVERY](#)
[RISK MANAGEMENT](#)

M2.5 AI Powered Content Creation and Content Marketing Strategy · 6 topics

Plan and produce high quality content at scale using AI while keeping originality and brand voice.

1 Content Marketing Strategy and Editorial Calendars

Define goals, audiences and content pillars, then build a realistic publishing calendar. Align content to funnel stages.

[CONTENT STRATEGY](#)
[EDITORIAL CALENDAR](#)
[CONTENT PILLARS](#)

2 Prompt Engineering for Marketing Content

Write structured prompts that produce useful outlines, drafts and variations with ChatGPT and similar tools. Build a reusable prompt library.

[PROMPT DESIGN](#)
[CHATGPT](#)
[PROMPT LIBRARY](#)

3 Writing SEO Blog Posts with AI Assistance

Move from brief to outline to draft to final edit using AI as a collaborator. Add expert insight, examples and original data.

BLOG WRITING

CONTENT BRIEFS

EDITING

4 Brand Voice E-E-A-T and Avoiding Thin AI Content

Apply experience, expertise, authoritativeness and trust principles to AI supported content. Learn how to fact check and humanize drafts.

E-E-A-T

BRAND VOICE

FACT CHECKING

5 Repurposing Content Across Channels with AI

Turn one pillar article into social posts, newsletters, scripts and short videos. Maintain consistency while adapting format.

CONTENT REPURPOSING

SOCIAL CONTENT

NEWSLETTERS

6 Visual and Video Content with AI Tools

Create graphics, thumbnails and short videos using tools such as Canva and AI video generators. Understand licensing and disclosure basics.

CANVA

AI VIDEO

VISUAL DESIGN

M2.6 SEO Analytics Reporting and Career Application · 6 topics

Measure organic performance, report results and turn skills into portfolio work and job readiness.

1 Google Analytics 4 for Organic Traffic Analysis

Set up GA4 reports to track organic sessions, engagement and conversions. Segment traffic to find high performing content.

GOOGLE ANALYTICS 4

ORGANIC TRAFFIC

SEGMENTATION

2 Rank Tracking and Search Console Insights

Monitor keyword positions, impressions and click through rates. Spot opportunities and drops early.

RANK TRACKING

SEARCH CONSOLE

PERFORMANCE ANALYSIS

3 Building SEO Dashboards in Looker Studio

Combine data sources into a clear client friendly dashboard. Automate refreshes for ongoing reporting.

LOOKER STUDIO

DASHBOARDS

DATA VISUALIZATION

4 Content Performance Audits and Refresh Strategy

Identify decaying or underperforming pages and decide whether to update, merge or remove them. Use AI to speed up rewrites.

CONTENT AUDIT

CONTENT REFRESH

OPTIMIZATION

5 SEO Reporting and Communicating ROI to Clients

Translate metrics into business outcomes and present insights clearly. Write monthly reports that stakeholders actually read.

SEO REPORTING

ROI

CLIENT COMMUNICATION

6 Capstone Project and SEO Career Preparation

Deliver an end to end SEO and content plan for a real or mock business. Prepare portfolio pieces and interview answers for SEO roles.

CAPSTONE

PORTFOLIO

INTERVIEW PREP

03

SECTION 3

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.

6 modules · 36 topics

M3.1 Paid Media Fundamentals and Account Setup · 6 topics

Learners understand how paid auctions work and set up professional ad accounts with correct tracking.

1 How Online Ad Auctions Work

Understand bid, quality and relevance in Google and Meta auctions. Learn how cost and reach are determined.

AD AUCTIONS

QUALITY SCORE

BIDDING BASICS

2 Paid Media Metrics and Benchmarks

Learn core metrics such as CPC, CPM, CTR, CPA and ROAS. Practice reading benchmarks by industry.

CPC AND CPM

ROAS

BENCHMARKING

3 Setting Up Google Ads and Merchant Accounts

Create and structure a Google Ads account with billing and access controls. Link it to analytics and merchant tools.

GOOGLE ADS

ACCOUNT STRUCTURE

ACCOUNT LINKING

4 Setting Up Meta Business Manager and Ad Accounts

Configure Business Manager, pages, ad accounts and user roles. Verify domains and prepare for compliance.

META BUSINESS SUITE

ROLES AND ACCESS

DOMAIN VERIFICATION

5 Conversion Tracking with Tags and Pixels

Install Google tags and the Meta Pixel using Google Tag Manager. Test events to confirm accurate data.

[GOOGLE TAG MANAGER](#)
[META PIXEL](#)
[EVENT TESTING](#)

6 Budgeting and Campaign Planning with AI

Use AI tools to forecast budgets and build a campaign plan from a brief. Define goals and KPIs before launch.

[BUDGET PLANNING](#)
[AI FORECASTING](#)
[KPI SETTING](#)

M3.2 Google Search Advertising · 6 topics

Learners build and optimize high-intent search campaigns from keyword research to ad copy.

1 Keyword Research for Paid Search

Find commercial intent keywords using Keyword Planner and AI clustering. Group terms by theme and intent.

[KEYWORD PLANNER](#)
[INTENT MAPPING](#)
[KEYWORD CLUSTERING](#)

2 Match Types and Negative Keywords

Control traffic with broad, phrase and exact match. Build negative lists to cut wasted spend.

[MATCH TYPES](#)
[NEGATIVE KEYWORDS](#)
[SEARCH TERMS REPORT](#)

3 Campaign and Ad Group Structure

Design tightly themed ad groups that align keywords, ads and landing pages. Compare structure approaches.

[ACCOUNT STRUCTURE](#)
[AD GROUPS](#)
[RELEVANCE](#)

4 Writing Responsive Search Ads with AI

Draft headlines and descriptions with generative AI and refine them for brand and policy. Test combinations for performance.

[RESPONSIVE SEARCH ADS](#)
[AI COPYWRITING](#)
[AD TESTING](#)

5 Ad Assets and Extensions

Add sitelinks, callouts, call and lead form assets to improve visibility. Measure asset impact on CTR.

[SITELINKS](#)
[CALLOUTS](#)
[LEAD FORM ASSETS](#)

6 Smart Bidding and Search Optimization

Apply target CPA and target ROAS strategies and learn when to use manual bidding. Optimize using impression share and auction insights.

[SMART BIDDING](#)
[TARGET CPA](#)
[AUCTION INSIGHTS](#)

M3.3 Google Display, YouTube and Shopping Ads · 6 topics

Learners extend reach with visual, video and product advertising formats.

1 Display Campaigns and Audience Targeting

Build display campaigns using custom segments, affinity and in-market audiences. Set placement exclusions to protect brand.

[DISPLAY ADS](#)
[AUDIENCE SEGMENTS](#)
[PLACEMENT EXCLUSIONS](#)

2 Designing Ad Creatives with AI Tools

Generate banner and video concepts using AI design tools. Follow format specs and brand guidelines.

[AI DESIGN](#)
[CREATIVE SPECS](#)
[BRAND CONSISTENCY](#)

3 YouTube Video Ad Formats

Compare skippable, non-skippable and Shorts ad formats. Plan a video campaign with the right objective.

[YOUTUBE ADS](#)
[VIDEO FORMATS](#)
[CAMPAIGN OBJECTIVES](#)

4 Google Shopping and Merchant Center Feeds

Create and optimize a product feed and launch Shopping campaigns. Fix disapprovals and feed errors.

[MERCHANT CENTER](#)
[PRODUCT FEED](#)
[SHOPPING ADS](#)

5 Performance Max Campaigns

Understand asset groups, signals and automation in Performance Max. Learn how to guide and measure it.

[PERFORMANCE MAX](#)
[ASSET GROUPS](#)
[AUDIENCE SIGNALS](#)

6 Remarketing on Google Platforms

Build remarketing lists and tailor messaging to past visitors. Set frequency caps to avoid fatigue.

[REMARKETING](#)
[AUDIENCE LISTS](#)
[FREQUENCY CAPPING](#)

M3.4 Meta Advertising on Facebook and Instagram · 6 topics

Learners create full-funnel campaigns on Meta platforms with strong creative and targeting.

1 Meta Campaign Structure and Objectives

Choose the right objective across awareness, traffic, leads and sales. Organize campaigns, ad sets and ads.

[CAMPAIGN OBJECTIVES](#)
[AD SETS](#)
[FUNNEL MAPPING](#)

2 Audience Targeting and Custom Audiences

Use interest, demographic, custom and lookalike audiences. Upload customer lists and build website audiences.

[CUSTOM AUDIENCES](#)
[LOOKALIKE AUDIENCES](#)
[TARGETING](#)

3

Ad Placements and Advantage Plus

Compare manual placements with automated Advantage Plus options. Learn when automation helps or hurts.

PLACEMENTS

ADVANTAGE PLUS

AUTOMATION

4

Creating Scroll Stopping Creatives with AI

Produce images, reels and copy variations using AI tools. Apply hooks and formats that fit each placement.

REELS ADS

AI CREATIVE

HOOK WRITING

5

Lead Generation Ads and Instant Forms

Build lead forms and connect them to a CRM or email tool. Improve lead quality with qualifying questions.

INSTANT FORMS

LEAD QUALITY

CRM INTEGRATION

6

Retargeting and Catalog Sales on Meta

Set up dynamic product ads from a catalog and retarget engaged users. Build a simple funnel sequence.

CATALOG ADS

RETARGETING

DYNAMIC ADS

M3.5

Testing, Optimization and Automation · 6 topics

Learners improve results through structured experiments, landing page work and AI-driven automation.

1

A/B Testing Frameworks for Ads

Design clean experiments with clear hypotheses and sample sizes. Judge results with statistical sense.

A/B TESTING

HYPOTHESIS DESIGN

TEST ANALYSIS

2

Landing Page Optimization for Paid Traffic

Improve message match, speed and form design to lift conversion rate. Use AI to draft page variants.

LANDING PAGES

CRO

MESSAGE MATCH

3

Scaling Budgets and Managing Ad Fatigue

Learn safe scaling rules and how to refresh creative. Spot declining performance early.

BUDGET SCALING

AD FATIGUE

CREATIVE REFRESH

4

Automated Rules and Scripts

Set automated rules for pausing, bidding and alerts. Explore simple scripts to save routine effort.

AUTOMATED RULES

GOOGLE ADS SCRIPTS

ALERTS

5

Using AI for Ad Analysis and Insights

Feed campaign exports into AI tools to find patterns and recommendations. Validate AI output against real data.

AI ANALYSIS

DATA INTERPRETATION

OPTIMIZATION

6 Policy Compliance and Account Health

Avoid disapprovals and account suspensions by learning ad policies. Handle appeals and privacy requirements.

[AD POLICIES](#)
[APPEALS](#)
[PRIVACY COMPLIANCE](#)

M3.6 Reporting, Client Work and Career Readiness in Paid Media · 6 topics

Learners turn campaign skills into reports, proposals and a job-ready portfolio.

1 Attribution Models and Conversion Analysis

Compare last click, data-driven and cross-channel attribution. Understand how they change reported results.

[ATTRIBUTION](#)
[CONVERSION PATHS](#)
[DATA-DRIVEN MODELS](#)

2 Building Paid Media Dashboards

Create live dashboards in Looker Studio from Google and Meta data. Highlight KPIs for different stakeholders.

[LOOKER STUDIO](#)
[DASHBOARDS](#)
[KPI REPORTING](#)

3 Client Reporting and Storytelling

Turn numbers into clear insights and next steps. Practice presenting results to non-technical clients.

[REPORTING](#)
[DATA STORYTELLING](#)
[CLIENT COMMUNICATION](#)

4 Pricing Proposals and Managing Ad Clients

Draft proposals, scopes and pricing models for ad management work. Set expectations and handle feedback.

[PROPOSALS](#)
[PRICING MODELS](#)
[CLIENT MANAGEMENT](#)

5 Live Campaign Capstone Build

Plan and launch a small multi-platform campaign from a business brief. Apply tracking, targeting and creative learned so far.

[CAMPAIGN LAUNCH](#)
[CROSS-PLATFORM STRATEGY](#)
[PRACTICAL EXECUTION](#)

6 Certifications Portfolio and Interview Preparation

Prepare for Google Ads and Meta Blueprint certifications and package case studies. Practice common paid media interview questions.

[CERTIFICATIONS](#)
[PORTFOLIO](#)
[INTERVIEW SKILLS](#)

04

SECTION 4

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.

6 modules · 36 topics

M4.1 Email Marketing Fundamentals · 6 topics

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

Explore how email supports awareness, nurturing, conversion and retention. Review real brand email programs and their business goals.

FUNNEL STRATEGY

EMAIL GOALS

RETENTION

2 Choosing an Email Service Provider

Compare platforms such as Mailchimp, Brevo and HubSpot on features, pricing and fit. Create an account and configure the first workspace.

MAILCHIMP

BREVO

TOOL SELECTION

3 Building and Growing an Email List

Design lead magnets, signup forms and landing pages that attract subscribers. Learn ethical list growth and consent practices.

LEAD MAGNETS

SIGNUP FORMS

CONSENT

4 Email Compliance and Deliverability Basics

Understand GDPR, CAN-SPAM and India's DPDP Act requirements. Set up SPF, DKIM and DMARC to protect inbox placement.

GDPR

DKIM AND SPF

DELIVERABILITY

5 List Segmentation and Personalization

Segment audiences by behavior, interest and lifecycle stage. Apply merge tags and dynamic content to personalize messages.

SEGMENTATION

PERSONALIZATION

DYNAMIC CONTENT

6 Email Metrics and Reporting

Track open rate, click rate, conversion and unsubscribe rate. Build a simple email performance dashboard.

EMAIL ANALYTICS

KPIs

REPORTING

M4.2 Email Campaigns with AI · 6 topics

Learners write, design, test and optimize email campaigns using AI assistance.

1 Writing Subject Lines and Preview Text with AI

Use AI prompts to generate and refine subject lines that lift open rates. Apply human judgment to keep tone and brand voice consistent.

SUBJECT LINES

PROMPTING

COPYWRITING

2 Email Copywriting Frameworks

Apply AIDA, PAS and storytelling structures to promotional and educational emails. Draft with AI and edit for clarity and persuasion.

AIDA

PAS

EMAIL COPY

3 Designing Responsive Email Templates

Build mobile-friendly templates using drag-and-drop editors and reusable blocks. Test rendering across devices and email clients.

EMAIL DESIGN

TEMPLATES

RESPONSIVE LAYOUT

4 A/B Testing Email Campaigns

Plan tests for subject lines, calls to action and send times. Read results correctly and apply the winning variant.

A/B TESTING

OPTIMIZATION

DATA READING

5 Newsletters and Promotional Campaigns

Plan a content calendar for newsletters and sales campaigns. Launch a full campaign from brief to send.

NEWSLETTERS

CAMPAIGN PLANNING

CONTENT CALENDAR

6 AI Send Time Optimization and Predictive Tools

Use platform AI features for send time, audience prediction and content suggestions. Evaluate where automation helps and where it needs oversight.

PREDICTIVE AI

SEND TIME

TOOL EVALUATION

M4.3 Social Media Strategy and Content Creation · 6 topics

Learners plan platform-specific social media strategies and produce content efficiently with AI.

1 Social Media Strategy and Platform Selection

Match business goals and audiences to LinkedIn, Instagram, YouTube, X and Facebook. Define positioning and success metrics for each channel.

PLATFORM STRATEGY

AUDIENCE FIT

GOAL SETTING

2

Brand Voice and Content Pillars

Define a consistent voice and three to five content pillars for a brand. Translate them into repeatable post formats.

BRAND VOICE

CONTENT PILLARS

CONSISTENCY

3

Creating Posts and Carousels with Canva and AI

Design graphics and carousels with Canva and AI image tools. Follow layout and accessibility best practices.

CANVA

VISUAL DESIGN

AI IMAGES

4

Short Form Video for Reels and Shorts

Script, shoot and edit short videos using CapCut and AI captioning tools. Apply hooks and pacing that hold attention.

REELS

CAPCUT

VIDEO HOOKS

5

Writing Captions and Social Copy with AI

Prompt AI to draft captions, hooks and hashtags for different platforms. Edit outputs to sound authentic and on brand.

CAPTIONS

HASHTAGS

AI PROMPTING

6

Building a 30 Day Content Calendar

Plan and organize a month of content using a calendar and scheduling tools. Balance educational, promotional and engaging posts.

CONTENT CALENDAR

SCHEDULING

PLANNING

M4.4

Community, Influencer and Social Growth · 6 topics

Learners grow audiences through engagement, partnerships and social analytics.

1

Community Management and Engagement

Respond to comments and messages with a consistent process and tone. Build routines that grow an active community.

COMMUNITY MANAGEMENT

ENGAGEMENT

RESPONSE PROCESS

2

Social Listening and Reputation Management

Monitor brand mentions and sentiment with listening tools. Handle negative feedback and crises professionally.

SOCIAL LISTENING

REPUTATION

CRISIS HANDLING

3

Influencer Marketing Fundamentals

Identify, evaluate and approach influencers based on fit and engagement quality. Draft briefs and agreements for collaborations.

INFLUENCER OUTREACH

BRIEFING

VETTING

4

LinkedIn Marketing and Personal Branding

Build a strong LinkedIn profile and publish content that attracts leads and opportunities. Learn B2B outreach and company page tactics.

LINKEDIN

PERSONAL BRANDING

B2B MARKETING

5

Social Media Analytics and Reporting

Use native insights and third-party tools to measure reach, engagement and conversions. Present findings with clear recommendations.

SOCIAL ANALYTICS

INSIGHTS

REPORTING

6

Social Media Scheduling and Management Tools

Work with Buffer, Meta Business Suite and similar tools to schedule and manage multiple accounts. Set up approval workflows for teams.

BUFFER

META BUSINESS SUITE

WORKFLOW

M4.5

Marketing Automation and CRM · 6 topics

Learners design automated customer journeys and manage leads using CRM and automation platforms.

1

Introduction to Marketing Automation

Understand triggers, actions and workflows and where automation fits in the customer journey. Map manual tasks that can be automated.

AUTOMATION BASICS

WORKFLOWS

JOURNEY MAPPING

2

CRM Fundamentals with HubSpot

Set up contacts, companies, deals and pipelines in the free HubSpot CRM. Track leads from first touch to closed sale.

HUBSPOT

CRM

PIPELINE

3

Lead Capture and Lead Scoring

Connect forms and landing pages to the CRM and create scoring rules. Prioritize leads for sales follow up.

LEAD CAPTURE

LEAD SCORING

FORMS

4

Building Email Drip and Welcome Sequences

Create automated welcome, nurture and re-engagement sequences. Set timing, conditions and exit rules.

DRIP CAMPAIGNS

NURTURING

SEQUENCES

5

Abandoned Cart and Behavior Triggered Flows

Design flows based on browsing, purchase and inactivity behavior for ecommerce and service businesses. Measure revenue impact of each flow.

BEHAVIOR TRIGGERS

ECOMMERCE FLOWS

REVENUE TRACKING

6

Connecting Tools with Zapier and Make

Integrate forms, CRM, email and spreadsheets using no-code automation tools. Build a working multi-step automation.

ZAPIER

MAKE

INTEGRATIONS

M4.6

AI Driven Marketing Operations and Capstone · 6 topics

Learners apply AI agents, chatbots and analytics to run integrated campaigns and complete a capstone project.

1

AI Chatbots for Lead Generation and Support

Build a simple website or WhatsApp chatbot that answers questions and captures leads. Define flows and handoff to humans.

CHATBOTS

WHATSAPP

LEAD GENERATION

2

WhatsApp and SMS Marketing

Plan compliant broadcast and conversational campaigns using WhatsApp Business and SMS tools. Understand templates, opt-ins and limits.

WHATSAPP BUSINESS

SMS

OPT-IN

3

AI Workflows for Content Repurposing

Turn one long piece of content into emails, posts, scripts and short clips using AI tools. Build a repeatable repurposing workflow.

REPURPOSING

AI WORKFLOWS

EFFICIENCY

4

Customer Segmentation and Insights with AI

Use AI to analyze customer data and surface segments, patterns and next best actions. Apply data privacy and responsible use principles.

DATA ANALYSIS

SEGMENTATION

RESPONSIBLE AI

5

Integrated Campaign Planning Across Channels

Combine email, social and automation into one coordinated campaign plan with timeline, budget and metrics. Align messaging across touchpoints.

INTEGRATED MARKETING

CAMPAIGN PLAN

BUDGETING

6

Capstone Project and Portfolio Presentation

Launch and present a full email, social and automation campaign for a real or simulated brand. Package results into a portfolio case study for interviews.

CAPSTONE

PORTFOLIO

PRESENTATION

05

SECTION 5

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.

6 modules · 36 topics

M5.1 Web Analytics with Google Analytics 4 · 6 topics

Learners set up and interpret GA4 to understand how users find and behave on a website.

1 GA4 Setup and Data Model

Create a GA4 property and data stream and understand events and parameters. Learn how GA4 differs from older analytics tools.

GA4

EVENT TRACKING

DATA STREAMS

2 Google Tag Manager Essentials

Install GTM and deploy tags triggers and variables without editing site code. Practice testing with preview mode.

GOOGLE TAG MANAGER

TAGS AND TRIGGERS

DEBUGGING

3 Conversions and Key Events

Define business goals and configure key events for form fills purchases and clicks. Map each event to a funnel stage.

CONVERSION TRACKING

GOAL SETTING

FUNNELS

4 Acquisition and Audience Reports

Read traffic source reports and segment audiences by channel device and location. Identify which channels drive quality visits.

TRAFFIC ANALYSIS

SEGMENTATION

ATTRIBUTION

5 Behavior and Exploration Reports

Use explorations to build funnel path and segment overlap analyses. Find drop off points and content that holds attention.

EXPLORATIONS

FUNNEL ANALYSIS

USER BEHAVIOR

6 UTM Strategy and Campaign Tracking

Build a consistent UTM naming convention and track cross channel campaigns. Audit tagged links for errors.

UTM PARAMETERS

CAMPAIGN TRACKING

NAMING CONVENTIONS

M5.2 Reporting, Dashboards and Data Storytelling · 6 topics

Learners turn raw marketing data into dashboards and clear recommendations for stakeholders.

1 Marketing KPIs and Metrics Framework

Choose KPIs for each funnel stage and separate vanity metrics from decision metrics. Calculate CAC ROAS LTV and conversion rate.

KPIs

ROAS

CAC AND LTV

2 Looker Studio Dashboards

Connect GA4 Google Ads and Sheets to Looker Studio and build a live dashboard. Apply filters date controls and calculated fields.

LOOKER STUDIO

DATA CONNECTORS

DASHBOARD DESIGN

3 Spreadsheet Analysis for Marketers

Clean and analyze campaign data using pivot tables lookups and charts in Google Sheets. Build a monthly performance summary.

GOOGLE SHEETS

PIVOT TABLES

DATA CLEANING

4 A/B Testing and Experimentation

Design hypotheses and run split tests on ads emails and landing pages. Judge results with sample size and significance basics.

A/B TESTING

HYPOTHESIS DESIGN

STATISTICAL SIGNIFICANCE

5 Attribution and Budget Allocation

Compare attribution models and decide how to shift budget across channels. Practice with a multi channel case study.

ATTRIBUTION MODELS

BUDGET PLANNING

CHANNEL MIX

6 Data Storytelling and Client Reporting

Write insight led reports that explain what happened why it happened and what to do next. Present findings to a mock client.

DATA STORYTELLING

REPORTING

PRESENTATION

M5.3 AI Powered Marketing Analytics · 6 topics

Learners use AI tools to speed up analysis forecasting and insight generation.

1 AI Assistants for Data Analysis

Upload campaign exports to AI assistants and ask structured questions to find trends. Learn to verify outputs against source data.

DATA ANALYSIS WITH AI

PROMPTING

OUTPUT VALIDATION

2

Customer Segmentation with AI

Cluster customers by behavior and value using AI supported methods. Turn segments into targeted campaign ideas.

SEGMENTATION

RFM ANALYSIS

PERSONALIZATION

3

Predictive Insights and Forecasting

Forecast traffic leads and revenue using trend analysis and AI tools. Understand the limits and assumptions of predictions.

FORECASTING

TREND ANALYSIS

PREDICTIVE ANALYTICS

4

Sentiment and Social Listening with AI

Analyze reviews comments and mentions to measure brand sentiment. Extract themes that guide messaging and product feedback.

SENTIMENT ANALYSIS

SOCIAL LISTENING

TEXT ANALYSIS

5

AI for Competitor and Market Research

Use AI to summarize competitor positioning ads and content gaps. Build a research brief with cited sources.

COMPETITOR ANALYSIS

MARKET RESEARCH

FACT CHECKING

6

AI Ethics Privacy and Compliance

Cover data privacy consent and responsible AI use in marketing. Review GDPR style principles and brand safety risks.

DATA PRIVACY

RESPONSIBLE AI

COMPLIANCE

M5.4

Building AI Workflows and Agents · 6 topics

Learners design repeatable AI workflows that automate real marketing tasks end to end.

1

Advanced Prompt Engineering for Marketers

Build reusable prompt templates with roles context constraints and examples. Create a shared prompt library for a team.

PROMPT ENGINEERING

TEMPLATES

PROMPT LIBRARIES

2

Workflow Automation with No Code Tools

Connect apps with Zapier or Make to move leads and data between systems. Build a lead capture to CRM to alert flow.

ZAPIER

MAKE

LEAD AUTOMATION

3

AI Content Production Pipeline

Design a pipeline from brief to draft to edit to publish with human review gates. Maintain brand voice and quality at scale.

CONTENT PIPELINE

BRAND VOICE

QUALITY CONTROL

4

Custom GPTs and Marketing Assistants

Configure a custom assistant with instructions and knowledge files for a specific marketing role. Test and refine its answers.

CUSTOM GPTs

KNOWLEDGE BASES

ASSISTANT DESIGN

5

Creative Generation with AI Image and Video Tools

Produce ad creatives social visuals and short videos using generative tools. Review licensing and brand consistency rules.

GENERATIVE DESIGN

AD CREATIVES

VIDEO TOOLS

6

Introduction to AI Agents for Marketing Tasks

Explore how agents plan and execute multi step tasks such as research and reporting. Build a simple agent workflow with guardrails.

AI AGENTS

TASK ORCHESTRATION

GUARDRAILS

M5.5

Capstone Campaign and Portfolio Building · 6 topics

Learners plan execute and document a full campaign that becomes the centerpiece of their portfolio.

1

Capstone Brief and Strategy

Select a real or simulated business and write a goal driven marketing strategy. Define audience channels budget and KPIs.

CAMPAIGN STRATEGY

GOAL SETTING

PLANNING

2

Capstone Build: Content and SEO Assets

Create landing pages blog content and keyword plans using AI assisted workflows. Optimize each asset for search and conversion.

CONTENT CREATION

SEO

LANDING PAGES

3

Capstone Build: Ads Email and Automation

Set up ad creatives email sequences and an automation flow for the campaign. Document targeting and messaging choices.

PAID ADS

EMAIL SEQUENCES

AUTOMATION

4

Capstone Measurement and Optimization

Add tracking build a dashboard and run an optimization review on campaign results. Recommend next steps backed by data.

TRACKING

DASHBOARDS

OPTIMIZATION

5 Portfolio Website and Case Study Writing

Build a simple portfolio site and write case studies using a problem action result format. Showcase metrics and visuals clearly.

PORTFOLIO BUILDING

CASE STUDIES

PERSONAL BRANDING

6 Capstone Presentation and Peer Review

Present the capstone to mentors and peers and receive structured feedback. Refine the final deliverables.

PRESENTATION

FEEDBACK

STAKEHOLDER COMMUNICATION

M5.6 Career Launch and Certification Readiness · 6 topics

Learners prepare for the job market with strong profiles interview skills and a clear growth plan.

1 Digital Marketing Career Paths and Roles

Explore roles such as SEO analyst performance marketer and marketing automation specialist. Map personal strengths to target roles.

CAREER MAPPING

ROLE RESEARCH

SKILL GAP ANALYSIS

2 Resume and LinkedIn Optimization

Write achievement based resume bullets and optimize a LinkedIn profile with relevant keywords. Use AI tools to tailor applications.

RESUME WRITING

LINKEDIN

KEYWORD OPTIMIZATION

3 Job Search and Networking Strategy

Find openings on job boards and company pages and reach out to recruiters and professionals. Build a weekly application routine.

JOB SEARCH

NETWORKING

OUTREACH

4 Interview Preparation and Case Questions

Practice common interview questions and marketing case exercises. Structure answers with data and clear reasoning.

INTERVIEW SKILLS

CASE ANALYSIS

COMMUNICATION

5 Freelancing and Client Acquisition

Learn how to package services price projects and win first clients. Draft proposals and simple contracts.

FREELANCING

PROPOSALS

PRICING

6 Certifications and Continuous Learning Plan

Prepare for Google Ads Analytics and HubSpot certifications and build a learning roadmap. Plan how to track new AI tools and trends.

CERTIFICATIONS

LEARNING ROADMAP

UPSKILLING

07 · 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.

08 · 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

09 · 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



10 · COURSE ENROLLMENT

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.

Starts	To be announced	Enrolment closes	Batch details soon
Duration	3 Months	Timings	To be announced
Batch	Batch details updating soon	Batch status	Batch open · Batch dates announced soon

Your plan

One-time fee · inclusive of GST

Plan 1

Course + Live Work Experience

Build real projects and earn a live work experience certificate.

₹4,999

₹20,000 · 75% OFF

Live classes & completion certificate	✓ Included
---------------------------------------	------------

Live projects	✓ Included
---------------	------------

Live work experience certificate	✓ Included
----------------------------------	------------

8C appraisal report	✓ Included
---------------------	------------

SME AI (Insyrio)	✓ Included
------------------	------------

Live chat with SME	✗ Not included
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Placement assistance	✗ Not included
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Plan perks	15% off across Intern Stump - coins, self-paced courses, masterclasses, mock interviews 20% off membership plans
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Also included

- Live classes with industry SMEs
- Course completion certificate
- Live projects reviewed by your SME

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.

11 · 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



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 the next batch and starts on soon. Please check the page for seat availability.

Q5

What are the class timings?

Live classes are held at to be announced. 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.

Ready to take the next step?

Digital Marketing and AI · Live Course



Scan to view details & enrol

internstump.com/courses/digital-marketing-and-ai



WEBSITE

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EMAIL

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