



AI Digital Marketing Mastery Program

AI-Powered Digital Marketing, Design & Website Development

4 Months + 1 Month Internship

Offline

Beginner to Advanced

| Course Overview

The AI Digital Marketing Mastery Program is an industry-focused training program designed to develop highly skilled digital marketers, graphic designers, website developers, and AI-powered content creators. Students learn through live projects, practical assignments, industry-standard tools, and real business case studies.

The curriculum combines Graphic Design, WordPress Website Development, SEO, Google Ads, Meta Ads, AI Marketing, Content Creation, Video Editing, Email Marketing, Freelancing, and Internship to prepare students for successful careers in the digital marketing industry.

Who Can Join?

Plus Two (12th) Students

Degree & Engineering Students

Job Seekers

Entrepreneurs & Business Owners

Freelancers

Content Creators

Marketing Professionals

Career Changers

Anyone Interested in Digital Marketing

Course Syllabus

PHASE 1 Digital Marketing Fundamentals

- › Digital Marketing Concepts & Customer Journey
- › Industry Trends & Marketing Channels
- › AI Tools & Career Opportunities

PHASE 2 Graphic Design & Visual Content Creation

- › Design Principles, Branding & Visual Identity
- › Adobe Photoshop & Canva
- › Social Media & Marketing Creatives

PHASE 3 Website Development with WordPress

- › Domain, Hosting & WordPress Setup
- › Elementor Website Development
- › Portfolio & Business Website Creation

PHASE 4 Content Marketing

- › Content Strategy & Copywriting
- › Blog Writing & Storytelling
- › AI-Powered Content Creation

PHASE 5 SEO & Google Ads

- › SEO Fundamentals & Keyword Research
- › Website Optimization Techniques
- › Google Ads Campaign Management

PHASE 6 Mobile Video Editing

- › CapCut & VN Video Editing
- › Promotional Reels & Short Videos
- › Transitions, Effects & Trending Templates

PHASE 7 Social Media Marketing & Meta Advertising

- › Facebook, Instagram & LinkedIn Marketing
- › Meta Business Suite & Ads Manager
- › Audience Targeting & Campaign Optimization

PHASE 8 Email Marketing & Automation

- › Lead Generation & Email Campaigns
- › Marketing Automation Workflows
- › Performance Analytics & Optimization

PHASE 9 AI & Marketing Automation

- › ChatGPT, Claude, Gemini & AI Productivity Tools
- › AI Image & Video Generation
- › AI Marketing Workflow Automation

PHASE 10 Freelancing & Career Development

- › Fiverr, Upwork & LinkedIn
- › Portfolio Building & Personal Branding
- › Client Acquisition & Career Preparation

PHASE 11 Final Capstone Project

- › Brand Research & Marketing Strategy
- › Website, SEO & Digital Campaign Development
- › Complete Business Marketing Portfolio

PHASE 12 Agency Internship & Placement

- › Live Client Projects
- › Agency Internship Experience
- › Portfolio, Certification & Placement Support

What You Will Learn

- ✓ Professional Graphic Design
- ✓ WordPress Website Development
- ✓ Google Ads & Meta Ads
- ✓ AI-Powered Content Creation
- ✓ Email Marketing & Automation
- ✓ Digital Marketing Strategy
- ✓ Adobe Photoshop & Canva
- ✓ Search Engine Optimization (SEO)
- ✓ Social Media Marketing
- ✓ Video Editing & Reels Creation
- ✓ Personal Branding & Freelancing
- ✓ Live Project Execution

Course Deliverables

- 100% Practical Hands-on Training
- AI-Integrated Curriculum
- Live Client Projects
- Business Website Development
- 20+ Design Projects
- Marketing Campaign Portfolio
- 1-Month Agency Internship
- Professional Portfolio Development
- Expert Mentorship
- Resume & LinkedIn Optimization
- Certificate of Completion
- Placement Assistance

Career Opportunities

Digital Marketing Executive

SEO Executive

Performance Marketing Executive

Social Media Manager

Graphic Designer

WordPress Developer

Google Ads Specialist

Meta Ads Specialist

Content Marketing Executive

Email Marketing Specialist

Video Editor

Freelance Digital Marketer

Digital Marketing Consultant

Agency Owner

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