

Advanced Digital Marketing

Course Overview

The Advanced Digital Marketing Program is a professional 3-month industry-focused course designed to help students master modern marketing strategies, paid advertising, branding, AI-powered marketing tools, and performance marketing techniques used by top companies and digital agencies worldwide.

This course provides practical training in SEO, social media marketing, Meta & Google Ads, lead generation funnels, campaign optimization, analytics, content strategy, and AI marketing automation. Students will gain hands-on experience by working on live campaigns, marketing projects, and real-world business case studies.

The program is ideal for students, freelancers, entrepreneurs, content creators, business owners, and working professionals who want to build successful careers in digital marketing and performance advertising.

Course Duration

3 Months Professional Advanced Digital Marketing Program

During these 3 months, students will receive:

- Practical marketing training
 - Live campaign experience
 - Branding & growth strategies
 - AI-powered marketing exposure
 - Portfolio development
 - Resume & LinkedIn optimization
 - Placement assistance
 - Interview preparation
 - Industry-level assignments
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What Students Will Learn

Month 1 – SEO, Branding & Social Media Marketing

Students will learn:

- Advanced SEO Strategies
- Keyword Research
- On-Page & Off-Page SEO
- Social Media Growth Techniques
- Branding Strategies
- Content Marketing
- Audience Targeting

Practical Activities:

- Website SEO optimization
 - Social media campaign creation
 - Branding exercises
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Month 2 – Performance Marketing & Lead Generation

Students will learn:

- Meta Ads (Facebook & Instagram Ads)
- Google Ads
- Performance Marketing
- Lead Generation Funnels
- Conversion Tracking
- Email Marketing
- Campaign Optimization

Hands-on Training:

- Live ad campaign setup
 - Lead collection strategies
 - Analytics tracking practice
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Month 3 – AI Marketing Tools & Career Preparation

Students will learn:

- ChatGPT for Marketing
- AI-Powered Content Creation
- Marketing Automation
- Campaign Analytics
- Portfolio Building
- Resume Preparation
- LinkedIn Optimization
- Interview Preparation

Final Projects:

- Live Marketing Campaign
 - Performance Marketing Project
 - Brand Growth Strategy Project
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Tools Covered

- Google Ads
 - Meta Ads Manager
 - SEMrush
 - Canva
 - ChatGPT
 - Google Analytics
 - WordPress
 - Email Marketing Tools
 - AI Marketing Platforms
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Course Benefits

- Live Campaign Experience
 - Practical Marketing Training
 - Portfolio Building
 - Placement Support
 - Certification Program
 - AI Marketing Training
 - Industry-Level Projects
 - Interview Preparation
 - Freelancing Guidance
 - Career Mentorship
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Certifications & Achievements

After successful completion of the course, students will receive:

- Advanced Digital Marketing Certificate
- Live Campaign Experience Certificate
- Project Completion Certificate

- Internship Certificate (if applicable)
- Portfolio Projects for Resume

Top-performing students may also receive:

- Excellence Awards
 - Performance Certificates
 - Internship Recommendations
 - Placement Recognition
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Career Opportunities

Students can apply for roles such as:

- Digital Marketing Specialist
 - Performance Marketer
 - SEO Analyst
 - Social Media Strategist
 - PPC Executive
 - Brand Marketing Associate
 - Content Marketing Specialist
 - Lead Generation Expert
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Placement Opportunities

Students can receive placement support for companies such as:

- Google
 - Accenture
 - Infosys
 - Wipro
 - Tata Consultancy Services
 - Cognizant
 - Capgemini
 - Deloitte
 - Amazon
 - Flipkart
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Why Choose This Course?

This course is ideal for:

- students
- freelancers
- entrepreneurs
- business owners
- content creators
- working professionals

who wants to build advanced digital marketing skills, master AI-powered marketing tools, run successful campaigns, generate leads, grow brands online, and build strong careers in the rapidly growing digital marketing industry.