

Learn-Practice-Thrive & Jumpstart Your Career *with* Digital Marketing Program with Generative AI

Program Highlights

- ☑ **Master Core Skills**
 - SEO & AI-driven Content Creation
 - Data-driven marketing strategy formation
 - Live Social Media Campaign Management & Influencer Marketing
 - CRM, Email & Whatsapp Marketing
 - Google Ads, Programmatic Media & OTT Advertising
- ☑ **3 Job Selection Opportunities¹**
- ☑ **Live Masterclasses with Real Influencers & Digital Marketing experts**
- ☑ **Practice on tools in live campaign environment**

Book Your Seat with ₹ 1,500*





PROGRAM FEE

₹ 65,000*



Digital Marketing Program with Generative AI

Program Details	
Program Duration²	12 Weeks (1 sprint a day for 6 days of the week) or 23 weeks (3 sprints per week)
Program Eligibility³	Final year undergraduate students or Graduates in any stream.
Program Fee⁴	INR 65,000 + 18% GST
Program Curriculum	Digital Marketing Fundamentals
	Boost Your Brand: Mastering Social Media & Influencer Marketing
	Paid Social Media Marketing
	The Google Advertising Ecosystem, Programmatic Media and CTV
	Google Analytics, Campaign Management & Reporting
	Email Marketing and CRM
	Amazon Advertising
	Capstone Project
Mode of Learning⁵	• Live Mentor-led Online Classes. Medium of Instruction will be English.
Placement Assistance Eligibility¹	Up to 3 Job Selection Opportunities: <ul style="list-style-type: none"> ▪ Age < 28 Years ▪ Completed Graduation

Learning Outcomes		
 <p>Gain proficiency in Digital Marketing essentials, encompassing SEO, content development, and email strategies.</p>	 <p>Excel in Social Media Management by skillfully creating and analyzing content to enhance brand presence.</p>	 <p>Advance in Social Media Marketing by developing, managing, and optimizing campaigns for brand visibility.</p>
 <p>Utilize Search Engine Marketing tactics such as Google Ads and PPC principles to drive targeted traffic.</p>	 <p>Optimize campaigns through data analysis to make informed decisions for strategy enhancement.</p>	 <p>Utilize Generative AI tools effectively to enhance digital marketing strategies and implementation.</p>

Disclaimer: Program features are subject to change. For latest information refer to our website: www.niit.com

¹ Up to 3 Job selection opportunities, within 120 days from the date of moving into placement bank on successful completion of the program.

² 6 days a week or 3 days a week with 2 hours per day of Live Mentor-led online sessions followed by 2 hours of practice as per the learner convenience.

³ Refer **T&C** for more details.

⁴ Check our website for more payment options.

⁵ Infrastructure requirement: Access to Personal Computer of defined configuration and Highspeed internet broadband connectivity.

* T&C apply.

To register, visit www.niit.com