



ABOUT

Digital AdWords Academy

Digital AdWords Academy, your premier destination for mastering the art and science of digital advertising. Our mission is to empower individuals and businesses with the skills and knowledge needed to excel in the dynamic world of online marketing.



At Digital AdWords Academy, we are a team of seasoned digital marketing professionals with a deep passion for teaching and a wealth of industry experience. Our instructors are certified Google AdWords experts who bring real-world insights and practical strategies to every course. We understand the complexities of digital advertising and are committed to providing high-quality, actionable training.

DIGITAL MARKETING PROGRAM WITH GENERATIVE AI

Step into the dynamic world of Digital Marketing and embark on an exhilarating journey like never before! This program is meticulously crafted to equip you with the essential skills and cutting-edge techniques necessary to thrive in the fast-paced realm of digital marketing, enriched with the integration of Generative AI technology.

This transformative program empowers you with the expertise needed to excel in Digital Marketing roles, covering a wide array of topics including social media marketing, search engine optimization (SEO), content marketing, email marketing, and analytics.

Distinguish yourself from traditional digital marketers; harness the power of Generative AI tools to revolutionize your marketing strategies. From automated content generation to personalized customer engagement, these tools will redefine the way you approach digital marketing challenges.

Seize this opportunity to kickstart your career in the dynamic field of Digital Marketing - enroll now and unlock a world of growth, innovation, and endless possibilities!



PROGRAM HIGHLIGHTS

- ✓ Master Core Skills
- ✓ Live Masterclasses with Real Influencers
- ✓ Practice on tools used in live Environment
- ✓ Pre-designed assignments mirroring work environment
- ✓ 3 Job Selection Opportunities¹

PROGRAM DURATION²



12

Weeks

(1 sprint a day for
6 days of the week)



23

Weeks

(3 sprints per week)

PROGRAM ELIGIBILITY³

- ✓ Final year undergraduate students
or Graduates in any stream



PROGRAM CURRICULUM

Course Name	Brief Description
Digital marketing Fundamentals	Dive into digital marketing basics, learn how to use WordPress, understand how Google finds websites, and get the basics of SEO to make your site shine. This is a perfect first step for any student new to digital marketing!
Boost Your Brand: Mastering social media & Influencer Marketing	Learn to craft and share engaging content across social media, grow and understand your audience, and use social listening for insights. Plus, gain skills to manage the brand's online presence. Learn the art and science of influencer marketing.
Paid social media marketing	Unlock the secrets to creating, running, and perfecting paid ads on Facebook, Instagram, and Twitter. This module is your first step towards becoming a pro at digital advertising. By the end of this course, you will be able to clear Meta's certification exams.
The Google advertising ecosystem, programmatic media, and CTV	Learn how to dominate Google Ads, covering PPC, Google Shopping, Display Network, and YouTube Ads. Dive into the world of Programmatic Media and understand the CTV Ecosystem, devices, ad formats, and buying methods. By the end, you'll navigate Google's ad suite and CTV advertising with ease. On completion, you will be able to clear Meta's certification exams.
Google Analytics, Campaign Management & Reporting	Dive into Google Analytics to understand the dashboard, key metrics like sessions and bounce rates, and essential reports on audience, acquisition, behavior, and conversions. Learn to interpret data, craft custom reports in Excel, and use GPT to speed up your analysis. This module combines basic Excel skills with analytics insights, perfect for students looking to excel in data-driven marketing decisions.
Email Marketing, and CRM	Unlock the power of CRM tools and email marketing to find and keep customers. Learn how to combine these with WhatsApp for unbeatable marketing strategies. This is a much sought after skill by employers and perfect for students aiming to excel in customer acquisition, conversion, and retention in the digital age.
Navigating the Amazon Ecosystem	Unlock the secrets of Amazon with this module! Learn how to make product listings that stand out, handle customer reviews like a pro, and master advertising and promotions to boost your sales. Perfect for students aiming to work with brands that sell online.
Capstone Project	This course provides you with an opportunity to apply the skills you have learned so far in a real-life scenario.

LEARNING OUTCOMES

- ✓ SEO (Both On Page And Off Page)
- ✓ ROI Optimization
- ✓ Website Building
- ✓ Social Media Marketing
- ✓ Influencer Marketing
- ✓ Digital Advertising
- ✓ Google Advertising Ecosystem
- ✓ Connected TV Advertising
- ✓ Programmatic Advertising
- ✓ Google Analytics
- ✓ Email Marketing

ROLES IN DIGITAL MARKETING

SEO Specialist

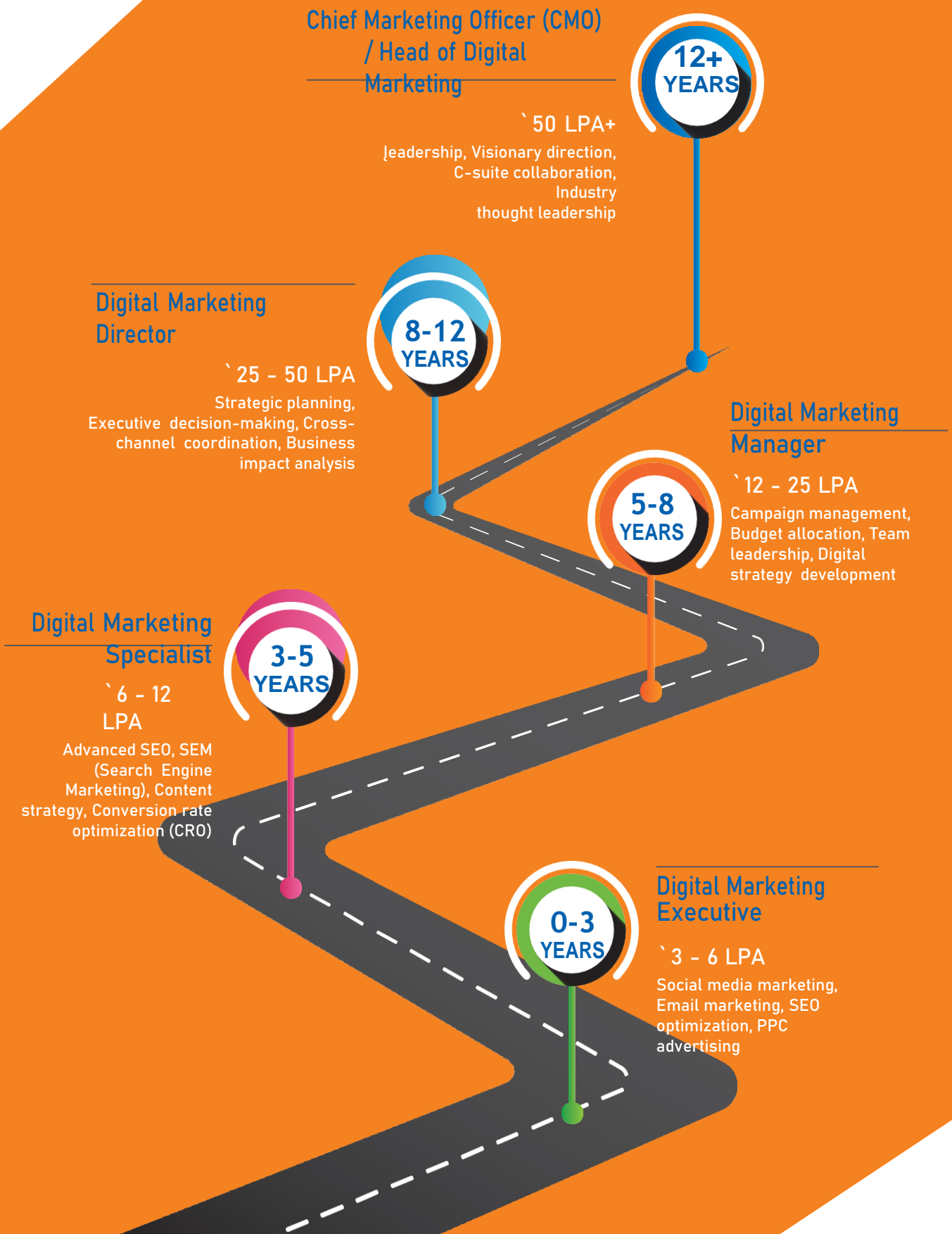
Social Media Manager

Content Marketing Manager

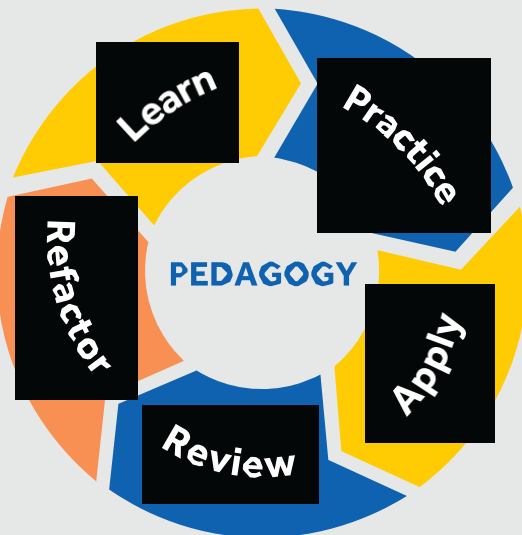
Email Marketing Specialist

Digital Advertising Manager

CAREER PROGRESSION



LEARNING METHODOLOGY



Embark on a transformative journey guided by our unique pedagogy, curated to maximize your learning efficiency and retention. This iterative process ensures continuous improvement and mastery, empowering you to confidently tackle real-world challenges. Immerse yourself in hands-on experiences, mentorship, and role-specific competencies, shaping you into a confident and adaptable professional poised for success.

01 Outcome Driven

Program builds role specific competencies and instills self-confidence.

02 Practitioner Designed

Designed to accelerate skill acquisition and gain experience.

03 Job-readiness

Multi-staged approach that gradually prepares learners to get "Job-ready".

04 Highly Hands-on

Must spend over 60% of time on coding or hands-on activities.

05 Autonomous Learning

Mandates self-learn & practice that are supplemented with mentor connect sessions/review.

06 All-round Competency

Program equips learners on all-round skills – Technical Skills, Functional Skills, and Professional skills.

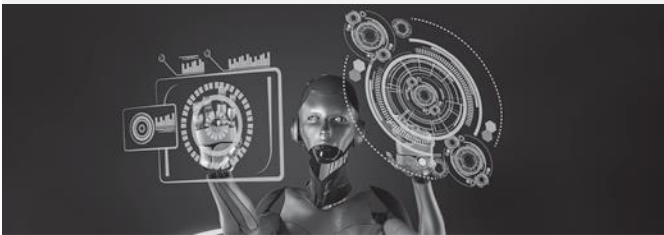
07 Immersive Learning

Learn in an environment that mirrors work environment with Digital Marketing practices and tough problems to solve in tight timeline.

Learners must solve tough problems, get it reviewed and refactor as in real environment.

ADVANTAGE

Focus on strong foundation for Core Skill Mastery.



Masterclasses led by industry experts on market dynamics.



Overall personal grooming with Interview Preparation & CV Writing sessions.



Well researched teaching methodology to ensure Day-1 job readiness.



Integrated GenAI programs to enhance efficiency and accuracy.



Industry valued certification complementing college degree.



Hands-on experience with practical application of skills on real-business scenarios.



PLACEMENTS

2950

10.58

52%

JPA
Maximum
Salary

737

No. of learners
Placed

4.95

66.9%

Students placed
within 60 Days

800+ HIRING PARTNERS

Infosys®

 HSBC

 Allstate

Perfios
HEALTHY ANALYSIS & DECISIONING SOLUTION

CGI

Capgemini

 cognizant

SONY

wipro

ITC INFOTECH
Business-friendly Solutions

happiest minds
The Mindful IT Company
Born Digital . Born Agile

 BOEING

aurionpro

 MassMutual

U
S
T

JPMORGAN
CHASE & CO.

QUALITEST™

 Sapient®

 SLK

Temus



DXC
TECHNOLOGY

STELLANTIS

ZenSar



... and many more!



www.digitaladwords.in