



iUniversity
BY IYDA

AI-Powered Digital Marketing Bootcamp

iUniversity by IYDA

Duration: 3 Months

Learning Hours: 120 Hours

Mode: Online / Offline / Hybrid

Eligibility: 10+2 / Graduate / Working Professionals / Entrepreneurs

Level: Beginner to Intermediate

Certification: Certificate of Completion from iUniversity by IYDA

Module 1: Foundations of Digital Marketing

Practical learning through hands-on activities, assignments, and real-world applications.

Module 2: Search Engine Optimization (SEO)

Practical learning through hands-on activities, assignments, and real-world applications.

Module 3: AI-Powered Content Marketing

Practical learning through hands-on activities, assignments, and real-world applications.

Module 4: Social Media Marketing with AI

Practical learning through hands-on activities, assignments, and real-world applications.

Module 5: Paid Advertising & Performance Marketing

Practical learning through hands-on activities, assignments, and real-world applications.

Module 6: Email Marketing & Marketing Automation

Practical learning through hands-on activities, assignments, and real-world applications.

Module 7: Web Analytics & Data-Driven Decision Making

Practical learning through hands-on activities, assignments, and real-world applications.

Module 8: Capstone Project & Career Preparation

Practical learning through hands-on activities, assignments, and real-world applications.

Tools & Technologies Covered:

- Google Analytics
- Google Ads
- Meta Ads Manager
- Google Search Console
- Google Keyword Planner
- ChatGPT
- Canva AI
- HubSpot
- Mailchimp
- SEMrush

Career Opportunities:

- Digital Marketing Executive
- SEO Specialist
- Social Media Manager
- Performance Marketing Executive
- AI Marketing Specialist
- Digital Marketing Analyst
- Digital Marketing Consultant