



**iUniversity**  
BY IYDA

## **AI-Powered Sales & Digital Marketing Bootcamp**

**iUniversity by IYDA**

Duration	6 Months
Learning Hours	220 Hours
Mode	Online / Offline / Hybrid
Eligibility	10+2 / Graduate / Working Professionals
Level	Beginners to Advanced
Certification	Certificate of Completion from iUniversity by IYDA

### ***Module 1: Introduction to Digital Marketing***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 2: Sales Fundamentals and Customer Psychology***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 3: Search Engine Optimization (SEO)***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 4: Social Media Marketing***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 5: Performance Marketing and Paid Advertising***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 6: Content Marketing and Copywriting***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 7: Email Marketing and Lead Generation***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 8: AI Tools for Marketing Automation***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 9: CRM and Sales Funnel Management***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 10: Marketing Analytics and Reporting***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 11: AI-Powered Campaign Optimization***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Module 12: Capstone Project and Industry Case Studies***

Hands-on learning through live campaigns, practical assignments, and real-world case studies.

### ***Tools & Technologies Covered:***

- Google Analytics
- Google Ads
- Meta Ads Manager
- ChatGPT
- Canva AI
- HubSpot CRM
- Mailchimp
- SEMrush
- Google Search Console
- Zapier

### ***Career Opportunities:***

- Digital Marketing Executive
- SEO Specialist
- Performance Marketing Analyst
- Sales Executive
- Marketing Automation Specialist
- CRM Executive
- Growth Marketing Associate