



iUniversity
BY IYDA

Executive Certificate in AI-Powered Sales & Digital Marketing

iUniversity by IYDA

Duration	6 Months
Learning Hours	220 Hours
Mode	Online / Offline / Hybrid
Eligibility	Graduate / Final Year Students / Working Professionals
Level	Beginners to Advanced
Certification	Executive Certificate from iUniversity by IYDA

Module 1: Digital Marketing Foundations

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 2: Strategic Sales Management

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 3: Consumer Psychology and Buyer Behaviour

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 4: SEO and Content Marketing

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 5: Social Media and Performance Marketing

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 6: Email Marketing and Lead Generation

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 7: CRM and Sales Funnel Optimization

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 8: AI Tools for Marketing Automation

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 9: Marketing Analytics and Reporting

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 10: AI-Powered Campaign Optimization

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 11: Revenue Growth and Customer Retention

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Module 12: Capstone Project and Industry Case Studies

Hands-on learning through live campaigns, practical assignments, and real-world business scenarios.

Tools & Platforms Covered:

- Google Analytics
- Google Ads
- Meta Ads Manager
- ChatGPT
- HubSpot CRM
- Mailchimp
- SEMrush
- Canva AI
- Zapier
- Power BI

Career Opportunities:

- Digital Marketing Manager
- Sales Manager
- Growth Marketing Specialist

- Marketing Automation Specialist
- CRM Executive
- Performance Marketing Analyst
- Business Development Manager