ISDM Independent Skill Development Mission NXT

EMPOWERING FUTURES,
SHAPING TOMORROW

★ AI-INTEGRATED COURSE

# NXT CERTIFIED DIGITAL MARKETING COURSE

**Launch your career in the booming digital marketing field!**

**Duration:** 6 Month | **Certificate** · Beginner | **Eligibility:** Anyone interested in enhancing their digital marketing skill

## OVERVIEW OF THE COURSE

The NxT Certified Digital Marketing Course is designed to equip you with essential skills and knowledge in the rapidly evolving digital marketing landscape. Over a duration of 6 months, you will gain hands-on experience and theoretical insights into various digital marketing strategies. Learn the fundamentals of SEO, SEM, and so...

- Hands-on experience with real-world projects
- Learn SEO, SEM, and social media marketing
- Content marketing and email strategies included
- Understand analytics and campaign success
- Expert trainers guiding your learning journey




**6 Month** DURATION

**8** SUBJECTS

**4** PROJECTS

**12** TOOLS

**JOIN NOW →**

**WhatsApp us**

WE ARE AVAILABLE AT
**600+ LOCATIONS**

NOT SURE WHICH COURSE IS RIGHT FOR YOU?
**Choose the Best Course for You - Try our AI-Powered Career Counselling for FREE**

**Start free →**

CONTACT ISDM NxT
**ISDM NxT - Independent Skill Development Mission**
309, Saffron Plaza, Airport Road, Vadodara, Gujarat, 390022
Call / WhatsApp: **+916263625594** · inquiry@gmail.com

Scan to enquire

COURSE CURRICULUM

# What you will learn

01 Subjects → | 02 Projects → | 03 Tools → | 04 AI Integration

## 01 Subjects & modules

6 subjects with the topics you will learn

### 01 Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Understanding the Digital Landscape
- Key Digital Marketing Channels
- Creating a Digital Marketing Strategy

### 02 SEO and SEM

- Basics of SEO
- Keyword Research Techniques
- Introduction to SEM
- Creating Effective Ads

### 03 Social Media Marketing

- Overview of Social Media Platforms
- Content Creation for Social Media
- Engagement Strategies
- Measuring Social Media Success

### 04 Content Marketing

- What is Content Marketing?
- Creating Compelling Content
- Content Distribution Channels
- Analyzing Content Performance

### 05 Email Marketing

- Basics of Email Marketing
- Building an Email List
- Creating Effective Email Campaigns
- Measuring Email Campaign Success

### 06 Analytics and Reporting

- Understanding Digital Metrics
- Using Google Analytics
- Creating Reports
- Interpreting Data for Decision Making

## 02 Projects & assignments

Hands-on work for your portfolio

**P1** Create a comprehensive digital marketing plan for a fictional company.

**P2** Develop a social media campaign and present it to the class.

**P3** Conduct an SEO audit for an existing website and propose improvements.

**P4** Analyze a digital marketing case study and provide strategic recommendations.

## 03 Tools & software you will master

4 industry tools

- Google Analytics
- Mailchimp
- Hootsuite
- Canva

## 04 AI Integration

How AI is used inside the work of this course

AI SUBJECT

### AI Fundamentals & Prompt Engineering

- **AI Basics and Everyday Uses**
- **Generative AI: How It Works**
- **Prompt Engineering Foundations**
- **AI for Study and Workplace Tasks**
- **Fact-Checking and Reliable Research**
- **Privacy, Safety and Responsible Use**
- **Integrated Practice and Review**

AI SUBJECT

### AI for Digital Marketing

- **AI Marketing Workflow, Prompt Basics and Safe Setup**
  ChatGPT or Gemini in ChatGPT or Gemini web app
- **AI for SEO, Keyword Research and Search Reporting**
  ChatGPT or Gemini in Google Search Console and Google Analytics 4 data workflow · Gemini i
- **AI Content, Social Posts and Creative Production**
  Canva Magic Studio in Canva · ChatGPT or Gemini image generation in ChatGPT or Gemini
- **AI Content Calendars and Marketing Automation**
  Gemini in Google Sheets · Zapier or Make in Google Sheets and connected marketing apps
- **AI Ad Copy and Campaigns in Meta and Google Ads**
  Meta Advantage+ and available generative AI creative features in Meta Ads Manager and Meta
- **AI Video, Reels and Voice-over Production**
  CapCut AI tools and text-to-speech in CapCut · Canva video and available AI features in Ca
- **WhatsApp Business Replies and AI Chatbot Workflows**
  WhatsApp Business in WhatsApp Business App · AI chatbot builder in A WhatsApp Business Pla

AI TOOLS YOU WILL USE

- Google Gemini
- ChatGPT
- Microsoft Copilot
- CapCut
- Claude
- Zapier
- Perplexity
- NotebookLM

CAREER OPPORTUNITIES

# Where this course can take you

**Digital Marketing Specialist**
Fresher salary: ₹2.4-3.6 LPA*

**SEO Consultant**
Fresher salary: ₹2.4-3.6 LPA*

**Content Marketing Manager**
Fresher salary: ₹2.8-4.2 LPA*

**Social Media Strategist**
Fresher salary: ₹2.5-3.8 LPA*

**Digital Marketing Analyst**
Fresher salary: ₹2.5-3.9 LPA*

### Freelancing & own business

- Offer social media management services
- Provide SEO consultation for businesses
- Freelance content creation and marketing
- Run email marketing campaigns for clients

### Industries that hire

- E-commerce
- Advertising Agencies
- Tech Startups
- Retail
- Education

### Grow further

- Advanced Digital Marketing Course
- Google Ads Certification
- Social Media Marketing Course

## Certification

Upon successful completion, you will receive the NxT Certified Digital Marketing certificate from ISDM NxT.

Practical AI-integrated project | Final online test | Verifiable certificate

JOB SUPPORT

# How we help you get a job

**1** Resume building workshops

**2** Mock interview sessions

**3** Access to job offers

**4** Assistance with job applications

* Typical fresher salary ranges in India; the actual salary depends on the employer, the city and your skills.

WHY START NOW

# Your future is built by the skills you learn today.

Companies hire people who can do the work. People who use AI well at work are in demand - this course teaches you the job skills and the AI tools together. Every month you practise adds a project to your portfolio - the best time to start is now.

| 18+ | 600+ | 2,704+ | 386+ |
|---|---|---|---|
| Years of training experience | Centres across India | Job offers to our students | Hiring companies |

## UNIQUE FEATURES AT ISDM NxT

- ✓ Free pre-counselling to choose the right course
- ✓ Study material, attendance, assignments, exams and results online from day one
- ✓ 24x7 AI trainer (ChatNxT) for your doubts
- ✓ Experienced, rated trainers and daily class feedback
- ✓ Practical lab sessions and live projects
- ✓ Monthly online mentorship sessions
- ✓ Resume, mock interviews and job offers in your student dashboard
- ✓ Freelancing and start-up guidance

● LIVE PLACEMENT DATA

## Latest job offers to ISDM NxT students

Updated 05 Nov 2026



**Gaurav M.**
Chennai
**Fresher - ERP Full Stack Develope...**
GwayERP



**Geeta K.**
New Delhi
**tellecaller for digital marketing**
balajimarketingexperts



**Anand S.**
Muvattupuzha
**Hiring Junior Account Executive J...**
CorpZop



**Adarsh S.**
Ghugus
**TGT Computer Science**
Adani Foundation



**Priyanka Y.**
Mumbai
**Data Entry Operator (Full-time) -...**
CorpZop



**Rajan S.**
Ahilyanagar
**Computer Trainer**
Enlearning skill development Ltd

Job offers shared with our students through the ISDM NxT job network. See all at isdmnext.in/latest-placement

LIMITED SEATS · VALID TILL 15 NOV 2026

## FREE Ambassador Affiliate Programme

Complete your admission within **10 days** and join the ISDM NxT Ambassador Affiliate Programme free of cost: refer friends, earn referral rewards as per the programme and get featured on the ambassador leaderboard.

CLAIM NOW

TAKE THE FIRST STEP

# Book your FREE counselling session today

Meet our counsellor, see the lab, get your doubts answered and know the current fees and offers for your centre.

ISDM NxT HEAD OFFICE

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**Try it FREE →**
isdmnext.in/course-for-you

**01**
**Counselling**
Free guidance to pick the right course

**02**
**Training**
Practical classes, labs and projects

**03**
**Mentoring**
Experts, AI trainer and feedback

**04**
**Placement support**
Resume, interviews and job offers

### What you get with this course

- Comprehensive study material
- Hands-on practical lab sessions
- Engagement in live projects
- 24x7 AI trainer support
- AI-driven career counselling
- Interview preparation assistance
- Job offers displayed on student dashboard
- Certification upon course completion

Fees depend on the centre and current offers - ask your counsellor. Course content may be updated to stay current with industry needs. · isdmnext.in