ISDM Independent Skill Development Mission NXT

EMPOWERING FUTURES,
SHAPING TOMORROW

★ AI-INTEGRATED COURSE

NXT CERTIFIED DIGITAL MARKETING PROFESSIONAL

Launch your career in digital marketing today!

Duration: 6 Month | **Certificate** · Intermediate | **Eligibility:** Graduates or professionals looking to enhance their digital

OVERVIEW OF THE COURSE

The NxT Certified Digital Marketing Professional course is designed to equip you with the essential skills and knowledge needed to excel in the digital marketing landscape. Over a period of 6 months, you will learn various aspects of digital marketing, including SEO, SEM, content marketing, and social media strategies. This comp...

- Hands-on learning with real projects
- Expert instructors from the industry
- Flexible learning schedule
- Comprehensive curriculum covering all aspects
- Networking opportunities with professionals



6 Month DURATION

11 SUBJECTS

4 PROJECTS

14 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 →

YOUR NEAREST ISDM NxT CENTRE
Matrizon Technologies
L-3, 25th street, Annanagar East, Chennai - 600 102., Tamil Nadu - 600102
Call / WhatsApp: **8754572168** · ashoka@matrizontech.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 Introduction to Digital Marketing

- Digital Marketing Foundations And Trends
- Core Digital Marketing Channels
- Digital Marketing Strategy Development
- Consumer Behavior And Market Research
- Digital Marketing Analytics And Optimization
- Applied Digital Marketing Strategy

02 Freelancing, Monetization & Career Growth

- Digital Marketing Career Opportunities
- Freelancing And The Gig Economy
- Freelance Client And Business Management
- Blogging And Affiliate Monetization
- Personal Branding And Portfolio Building
- Job Search, Resumes, And Interviews
- Digital Marketing Plan Development

03 Data Analytics & Performance Measurement

- Google Analytics Setup And Digital Metrics
- Conversion Tracking And Goal Setting
- Data Interpretation And Reporting
- A/B Testing And Optimization Strategies
- Marketing ROI And Attribution Modeling

04 Search Engine Optimization (SEO) & Search Marketing

- Search Engines And Ranking Algorithms
- On-Page And Off-Page SEO
- Keyword Research And SEO Tools
- Technical SEO And Website Performance
- Google Ads And PPC Campaigns
- SEO Audits And Performance Tracking

05 Email Marketing & Lead Generation

- Email Marketing Fundamentals
- List Building And Segmentation
- Email Copy And Campaign Design
- Deliverability And Compliance
- Automation And Drip Campaigns
- Testing And Performance Analytics
- Lead Generation Funnels And Optimization

06 Social Media Marketing & Content Strategy

- Social Media Platforms And Audience Targeting
- Content Strategy And Editorial Planning
- Paid Social Media Advertising
- Influencer Marketing And Community Engagement
- Social Media Analytics And Performance Tracking
- Social Media Campaign Planning And Execution

02 Projects & assignments

Hands-on work for your portfolio

P1 Develop a comprehensive digital marketing strategy for a local business.

P2 Create and optimize a blog for SEO.

P3 Launch and manage a social media campaign.

P4 Analyze a digital marketing case study and present findings.

03 Tools & software you will master

4 industry tools

- Google Analytics
- SEMrush
- Mailchimp
- Hootsuite

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 Office Productivity (Word, Excel, PowerPoint)

- **Safe AI use and prompt basics for office work**
  Microsoft 365 Copilot and Gemini for Google Workspace in Microsoft 365 and Google Workspac
- **AI-assisted documents and email in Microsoft 365**
  Microsoft 365 Copilot in Word: Create, rewrite and summarise a workplace letter or report,
- **AI formulas, data cleaning and analysis in Excel**
  Microsoft 365 Copilot in Excel: Generate or explain formulas, analyse a table and create a
- **AI presentations in PowerPoint and Google Slides**
  Microsoft 365 Copilot in PowerPoint: Create or revise a presentation from a prompt or supp
- **Gemini in Google Workspace: documents, spreadsheets and email**
  Gemini for Google Workspace in Google Docs: Draft, rewrite or summarise a document and ver
- **AI-assisted calendar, meetings and task management**
  Microsoft 365 Copilot in Microsoft Teams, Microsoft To Do and Planner: Review an available
- **AI connectors and office-work automation**
  ChatGPT connectors in Gmail, Google Calendar and Google Drive where supported: Connect an

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 SUBJECT

AI for Graphic Design

- **AI Image Ideas and Mock-up Concepts**
  ChatGPT image generation and editing in ChatGPT app · Gemini image generation and editing
- **Canva Magic Studio for Social Design**
  Magic Design in Canva · Magic Edit, Magic Expand and Background Remover in Canva
- **Adobe Photoshop Generative Editing**
  Generative Fill and Generative Expand in Adobe Photoshop · Adobe Firefly in Adobe Firefly
- **Adobe Illustrator AI for Vector Design**
  Text to Vector Graphic in Adobe Illustrator · Generative Recolor in Adobe Illustrator
- **Figma AI for UI Design**
  Figma AI features in Figma
- **AI-Assisted Logo, Branding and Mock-up System**
  ChatGPT image generation and editing in ChatGPT app · Gemini image generation and editing
- **CorelDRAW Print Production and Final Portfolio**
  AI-made assets from Canva, Adobe, ChatGPT or Gemini in CorelDRAW

AI SUBJECT

AI for Video Editing & Content Creation

- **AI-assisted scripts and YouTube planning**
  ChatGPT in ChatGPT web or mobile app · Gemini in Gemini web or mobile app
- **AI editing and captions in Adobe Premiere Pro**
  Speech to Text in Adobe Premiere Pro · Enhance Speech in Adobe Premiere Pro
- **AI subject, audio and aspect-ratio workflows in DaVinci Resolve**
  Magic Mask in DaVinci Resolve · Voice Isolation in DaVinci Resolve
- **Fast social-video workflows in CapCut**
  Auto captions in CapCut · Script to video in CapCut
- **Text-based editing, sound and AI voice in Descript**
  Text-based video editing in Descript · Studio Sound in Descript
- **AI thumbnails and visual assets**
  Canva AI features in Canva · ChatGPT image generation in ChatGPT
- **Text-to-video, YouTube publishing and final quality control**
  Text to Video in Adobe Firefly · YouTube Studio AI features in YouTube Studio

AI TOOLS YOU WILL USE

- Google Gemini
- ChatGPT
- Canva AI
- Microsoft Copilot
- Adobe Firefly
- Claude
- CapCut
- Zapier
- Adobe Photoshop
- Adobe Premiere Pro

CAREER OPPORTUNITIES

Where this course can take you

Digital Marketing Specialist
Fresher salary: ₹2.5–4.0 LPA*

SEO Analyst
Fresher salary: ₹2.4–3.5 LPA*

Social Media Manager
Fresher salary: ₹2.8–4.2 LPA*

Content Marketing Strategist
Fresher salary: ₹2.6–3.8 LPA*

Digital Marketing Consultant
Fresher salary: ₹3.0–4.5 LPA*

Freelancing & own business

- Offering SEO services to businesses
- Managing social media accounts for clients
- Creating content for websites and blogs
- Conducting email marketing campaigns

Industries that hire

- E-commerce
- Advertising
- Media and Entertainment
- Startups
- IT Services

Grow further

- NxT Certified Advanced Digital Marketing
- Specialization in Data Analytics
- Social Media Marketing Masterclass

Certification

Upon successful completion, you will receive the NxT Certified Digital Marketing Professional certificate, validating your skills.

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

JOB SUPPORT

How we help you get a job

1 Resume building assistance

2 Mock interviews to prepare you

3 Access to job offers on our platform

4 Guidance on 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+	2,708+	390+
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 20 Nov 2026



Gaurav M.
India
Java Software Development Engineer
Health Catalyst



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 30 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.

YOUR ISDM NxT CENTRE

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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
- Practical lab sessions
- Live projects to enhance learning
- 24x7 AI trainer support
- AI career counselling
- Interview preparation assistance
- Job offers in student dashboard
- Certification upon completion

ISDM NxT Head Office: 309, Saffron Plaza, Airport Road, Vadodara, Gujarat, 390022 · +916263625594 · inquiry@gmail.com

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