ISDM Independent Skill Development Mission NXT



★ AI-INTEGRATED COURSE

NXT CERTIFIED MARKETING PROFESSIONAL

Launch your marketing career with confidence and skill!

Duration: 3 Month | **Certificate** · Intermediate | **Eligibility:** Graduates or professionals seeking to enhance their marketin

OVERVIEW OF THE COURSE

The NxT Certified Marketing Professional course is designed to equip aspiring marketers with the essential skills and knowledge to excel in the dynamic marketing landscape. This comprehensive program covers various aspects of marketing, including digital marketing, content creation, SEO, and data analytics. Duration: 3 months Fe...

- Hands-on projects for real-world experience
- Expert instructors from the marketing industry
- Comprehensive curriculum covering key topics
- Capstone project to showcase your skills
- Career development support included



3 Month	8	4	12
DURATION	SUBJECTS	PROJECTS	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
Sumit Das
S.c Ghosh Street, Shyamnagar Chowrongi, Maa Annapurna Building, Beside Bazar Kolkata - 743144, North 24 Parganas, West Bengal - 743144
Call / WhatsApp: **9073257334** · isdmnxt.kolkata@yahoo.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 Marketing & Consumer Behavior

- Marketing Foundations and Evolution
- Marketing Mix, Pricing, and Distribution
- Consumer Behavior and Psychology
- Market Research and Customer Segmentation
- Branding, Positioning, and Loyalty
- Marketing Types and Digital Channels
- Sales, CRM, and Customer Relationships

02 Branding, Positioning & Storytelling

- Brand Development and Identity
- Positioning and Audience Perception
- Brand Storytelling and Customer Connection
- Brand Loyalty, Reputation, and Digital Branding
- Psychology of Branding and Perception
- Storytelling and Content Marketing
- Social Media Branding and Engagement

03 Digital Marketing & Lead Generation

- SEO And SEM Fundamentals
- PPC Advertising And Google Ads
- Social Media Marketing And Advertising
- Email Marketing And Automation
- Conversion Rate Optimization
- Social Media And Email Lead Generation

04 Performance Marketing & Data Analytics

- Performance Marketing Fundamentals
- Performance Marketing Channels
- Campaign Planning And Setup
- Search, Social, Affiliate, And Influencer Ads
- Conversion Tracking And Attribution
- Analytics And Performance Optimization
- A/B Testing And Landing Page Optimization

05 Influencer Marketing & Affiliate Marketing

- Influencer Marketing Foundations
- Influencer Types And Platforms
- Influencer Strategy And Collaborations
- Influencer Outreach And Campaign Measurement
- Affiliate Models And Program Selection
- Affiliate Content, Traffic, And Monetization
- Affiliate Tracking And Conversion Optimization

06 Capstone Project & Career Development

- Analyzing Real-World Marketing Cases
- Branding Strategies Across Leading Companies
- Personal Branding For Marketers
- Building Online Presence And Authority
- Freelancing And Marketing Consulting
- Finding Clients And Setting Prices
- Launching A Marketing Startup

02 Projects & assignments

Hands-on work for your portfolio

P1 Create a comprehensive digital marketing plan for a local business.

P2 Develop a content calendar and produce marketing materials.

P3 Conduct a market analysis and present findings.

P4 Implement an SEO strategy for a website and track results.

03 Tools & software you will master

4 industry tools

- Google Analytics
- HubSpot
- Mailchimp
- 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*

Content Marketing Manager
Fresher salary: ₹3.0-4.5 LPA*

SEO Analyst
Fresher salary: ₹2.5-4.0 LPA*

Brand Strategist
Fresher salary: ₹3.5-5.0 LPA*

Marketing Consultant
Fresher salary: ₹3.0-4.8 LPA*

Freelancing & own business

- Social media management for businesses
- Content creation for websites and blogs
- SEO consultancy for online visibility
- Digital marketing strategy for startups

Industries that hire

- E-commerce
- Advertising
- Retail
- Technology
- Startups

Grow further

- Advanced Digital Marketing Strategies
- Data Analytics for Marketing Professionals
- Social Media Marketing Certification

Certification

Upon successful completion, you'll receive a NxT Certified Marketing Professional certificate from ISDM NxT.

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

JOB SUPPORT

How we help you get a job

1 Resume crafting and review

2 Mock interview sessions

3 Job offers through our network

4 Guided 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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Scan for course details & enquiry

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Choose the Best Course for You

Try our AI-Powered Career Counselling for FREE - answer a few questions and get the courses that fit your interests, skills and career goal.

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 materials
- Practical lab sessions
- Live projects for hands-on experience
- 24x7 AI trainer support
- AI career counselling
- Interview preparation assistance
- Job offers on student dashboard
- Certification upon course 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