ISDM Independent Skill Development Mission NXT

EMPOWERING FUTURES,
SHAPING TOMORROW

★ AI-INTEGRATED COURSE

ADVANCE DIPLOMA IN DIGITAL MARKETING AND PROMOTION

Boost your career with expert digital marketing skills!

Duration: 6 Month | **Advanced Diploma** · Advanced | **Eligibility:** Candidates should have a basic understanding of marketing pr

OVERVIEW OF THE COURSE

The Advance Diploma in Digital Marketing and Promotion is designed to equip students with advanced skills and knowledge in the rapidly evolving field of digital marketing. This comprehensive program covers various aspects of digital marketing strategies, tools, and techniques essential for effective online promotion.

Learn about...

- Hands-on experience with real-world projects
- Learn from industry expert mentors
- In-depth modules covering all aspects
- Flexible learning tailored for busy schedules
- Access to latest digital marketing tools



6 Month	14	4	13
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 →

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Scan to enquire

COURSE CURRICULUM

What you will learn

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

01 Subjects & modules

12 subjects with the topics you will learn

01 Strategic Digital Marketing

- Strategic Marketing Foundations
- Situation Analysis And Goal Setting
- Audience Personas And Channel Strategy
- Digital Marketing Channels
- Content And Campaign Planning
- Measurement Analytics And Optimization
- Competitive Benchmarking And Industry Analysis

02 Advanced Search Engine Optimization (SEO)

- SEO Foundations And Evolution
- Technical SEO And Site Performance
- Keyword Research And Content Strategy
- Link Building And Authority Development
- SEO Analytics, Tools, And Emerging Trends

03 Social Media Marketing and Advertising

- Social Media Marketing Foundations
- Strategy And Content Planning
- Social Media Advertising Campaigns
- Analytics, Tools, And Automation
- Emerging Trends And Influencer Marketing
- Brand Storytelling And Campaign Case Studies
- Careers And Professional Development

04 Advanced Content Marketing

- Foundations of Content Marketing
- Strategic Planning and Content Mapping
- Content Creation and Optimization
- Content Distribution and Promotion
- Content Analytics and Performance Measurement
- AI, Automation, and Emerging Trends
- Content Governance and Compliance

05 Email Marketing Automation

- Email Marketing Fundamentals
- Campaign Types And Customer Journeys
- Deliverability And Compliance
- Email List Building And Segmentation
- Email Design, Copywriting, And Timing
- Automation Workflows And Triggers
- Testing And Monitoring Automations

06 Pay-Per-Click (PPC) Advertising Mastery

- PPC Fundamentals And Ad Platforms
- Keyword Targeting And Ad Copy
- Campaign Setup, Bidding, And Budgets
- Landing Pages And Quality Score
- PPC Analytics And Performance Optimization
- Testing, Scaling, And Automation

07 Conversion Rate Optimization (CRO)

- CRO Fundamentals and Digital Marketing
- User Behavior, Psychology, and Funnel Analysis
- Landing Page, Form, CTA, and Copy Optimization
- A/B Testing, Heatmaps, and User Feedback
- CRO Metrics, Tools, and Reporting
- Hypothesis Development and Experiment Prioritization
- Iterative Optimization and CRO Scaling

08 Marketing Analytics and Data-Driven Decision Making

- Marketing Analytics Foundations
- Marketing KPIs Across Channels
- Data Collection And Preparation
- Marketing Data Visualization And Dashboards
- Data-Driven Decisions And Predictive Analytics
- Analytics Tools, Reporting, And Optimization

09 Mobile Marketing Strategies

- Mobile Marketing Foundations And Funnels
- Mobile Advertising Channels And Campaigns
- App Marketing Lifecycle And Engagement
- SMS WhatsApp And Location-Based Marketing
- Analytics Personalization And A/B Testing
- Automation Optimization And Reporting

10 Social Media Listening and Reputation Management

- Social Listening And Reputation Foundations
- Listening Tools And Workflows
- Sentiment Analysis And Brand Trends
- Crisis Detection And Response
- Online Reputation And Review Management
- Trust Building And Community Engagement

11 Advanced Influencer Marketing

- Influencer Ecosystem And Selection
- Strategic Campaign Planning
- Collaboration Models And Content Integration
- ROI Measurement And Attribution
- Legal Compliance And Risk Management
- Scaling With Technology And Creator Communities

12 Legal and Ethical Considerations in Digital Marketing

- Legal And Ethical Foundations
- Data Privacy Laws And Compliance
- Truthful Advertising And Disclosures
- Ethical Consumer Data And Retargeting
- AI Ethics In Marketing
- Influencer Marketing Practices
- Cross-Border Marketing Compliance

02 Projects & assignments

Hands-on work for your portfolio

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

P2 Conduct a competitor analysis and present findings.

P3 Develop a social media campaign and measure its success.

P4 Optimize a website for search engines and track performance metrics.

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 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
- Canva AI
- Microsoft Copilot
- CapCut
- Claude
- Zapier
- Perplexity
- NotebookLM

CAREER OPPORTUNITIES

Where this course can take you

Digital Marketing Manager
Fresher salary: ₹3.0-5.0 LPA*

SEO Specialist
Fresher salary: ₹2.4-4.0 LPA*

Social Media Manager
Fresher salary: ₹2.5-4.5 LPA*

Content Marketing Strategist
Fresher salary: ₹3.0-5.0 LPA*

PPC Specialist
Fresher salary: ₹2.5-4.0 LPA*

Freelancing & own business

- Freelance digital marketing consultant
- Social media manager for small businesses
- Content creation for blogs and websites
- PPC campaign management for clients

Industries that hire

- E-commerce
- Retail
- Education
- Healthcare
- Technology

Grow further

- Certification in Data Analytics
- Advanced Diploma in E-commerce Management
- Specialization in Social Media Marketing

Certification

Upon successful completion, you will receive an ISDM NxT certificate validating your skills in digital marketing.

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 Job placement assistance

4 Direct applications to companies

* 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

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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.

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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 with real clients
- 24x7 AI trainer support
- Personalized AI career counselling
- Interview preparation assistance
- Access to job offers in student dashboard
- Certification upon completion

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