

AI- Integrated Digital Marketing Mentorship Program

From Beginner to Job- Ready. Guaranteed.

Campus: Technopark, Trivandrum

Duration: 4 Months Training + 2 Month Internship

Placement Track: Entry- Level to Growth Roles

Hiring Network: 150+ Recruiting Partners

Placement Record: 95% Students Placed

**Job
Guarantee
Promise**

If you don't get a job after
successfully completing the
program, we refund 30% of your
course fee*.

*T&C Apply



**Because we
believe in outcomes,
not excuses.**



01

THIS IS **NOT A** **SHORT- TERM** **COURSE.**

This is a career- building mentorship program, designed to transform beginners into industry-ready digital marketers.

**02**

YOU DON'T **JUST LEARN** **TOOLS.**

You learn how agencies work, how clients think, and how real marketing results are delivered in the market.



**What makes this
program different
is simple:**



**MENTORSHIP + EXECUTION +
OUTCOMES.**



Why students choose us

WHY WE STAND AHEAD

Most digital marketing academies focus on **teaching tools**. We focus on **Building Capability**, **and Careers**.



Outcome-First Commitment

You learn how agencies work, how clients think, and how real marketing results are delivered in the market.



Mentor-Led Learning

Every student receives continuous guidance from an assigned industry mentor.



Practical Execution Focus

Concepts are applied through structured hands-on work, not passive theory.



Multiple Career Pathways

Job roles, freelancing opportunities, and startup guidance included.



Modern, AI-Aware Skillset

Learn how today's marketers work efficiently using smart systems and workflows.



Recruiter-Oriented Training

Skills, projects, and portfolios aligned with real hiring expectations.

Who should not join this program

This mentorship program is intensive, outcome-focused, and commitment-driven. It is intentionally not designed for everyone

You should not join this program if you:

- Are only looking for a certificate without consistent hands-on effort
- Prefer passive learning instead of practical execution and improvement
- Expect guaranteed success without discipline, practice, and accountability
- Are unsure about building a serious, long-term career in digital marketing

This program is built for students who are committed, curious, coachable, and willing to take responsibility for their professional growth.

Our unique learning approach

01

Assigned Mentor Support

Expert mentor support with clear guidance from day one.

02

Learn → Execute → Optimize

Not boring theory. Hands-on, performance-driven learning.

03

Work on Real Projects

Run campaigns. Create strategies. Handle real budgets.

04

Internship Exposure

Experience real agency and brand workflows.

05

Build a Powerful Portfolio

Projects that prove skill - not just certificates.

06

Placement & Career Launch

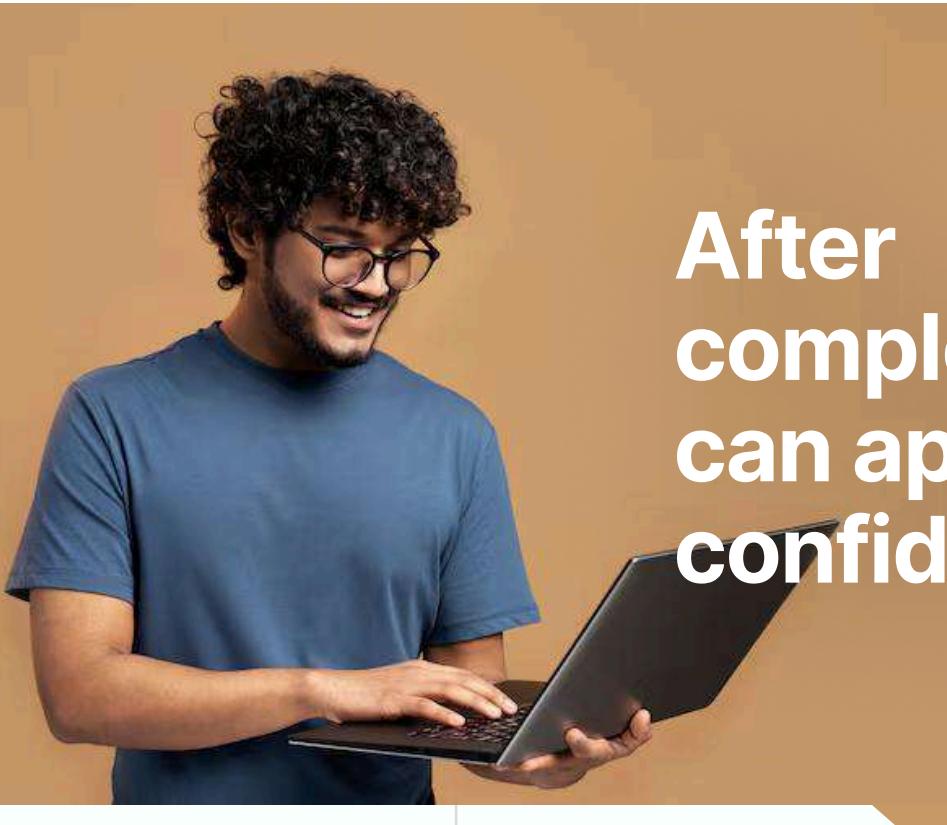
Mock interviews, CV polishing, Recruiter connections, Placement Assistance.

Course Highlights

- Mentor-driven learning with continuous review and feedback
- Strong emphasis on practical application and execution
- Realistic business scenarios and structured project work
- Integrated internship aligned with industry workflows
- Career preparation focused on interviews, portfolios, and performance
- Support for freelancing and independent income opportunities
- Guidance for students interested in building startups
- Regular expert sessions and industry interactions
- Long-term student and alumni support network



Career outcome



**After
completion, you
can apply
confidently for:**

01 Digital Marketing Executive	02 Social Media Executive	03 Performance Marketing Trainee
04 Marketing Automation Associate	05 E-commerce Marketing Executive	06 Content Marketing Executive
07 SEO Executive	08 PPC Expert	



Course modules

1 Foundation

- Introduction to Marketing
- Digital Marketing Ecosystem Overview

2 Business Presence & Web

- Google Business Profile Optimization
- Understanding WordPress Websites
- Website Fundamentals for Marketers

3 Analytics & Optimization

- Web Analytics
- Conversion Tracking

4 Search & Visibility

- SEO (Search Engine Optimization)
- GEO (Generative Engine Optimization)
- Online Reputation Management

5 Creative & Content

- Introduction to Design
- Content Marketing Strategy
- Copywriting Basics

6 Social & Paid Media

- Social Media Marketing (Meta, LinkedIn, Snapchat, X)
- Google Ads
- YouTube Marketing

7 E-Commerce & Automation

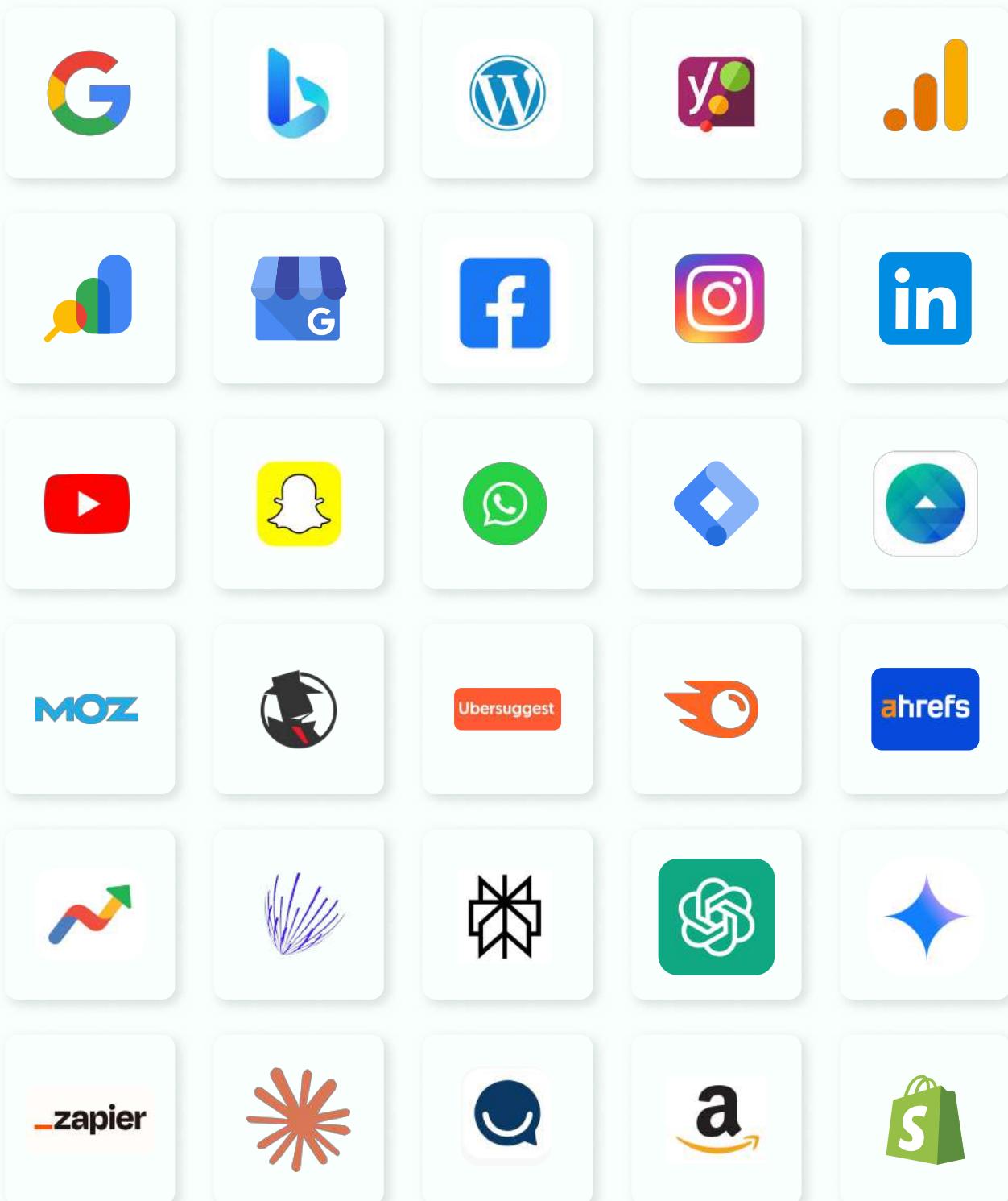
- E-commerce Marketing
- AI Tools for Digital Marketing
- Marketing Automation Systems

8 Career Readiness

- Internship Program
- Live Projects
- Workshops & Industry Sessions
- CV & Interview Preparation



Tools you will master



Professional growth & career support

Freelancing Opportunity Support

Learn how to start freelancing professionally - service packaging, pricing, client communication, proposal frameworks, and long-term retainer models.



Startup Idea & Founder Support

Students with business or startup ideas receive mentoring on validation, digital growth strategy, customer acquisition, and go-to-market planning.



Expert Talks & Industry Interactions

Regular sessions with experienced marketers, agency owners, startup founders, and hiring managers to share real-world insights beyond textbooks.

Career & Confidence Building

Personal branding guidance, LinkedIn optimisation, mock interviews, and real recruiter expectations - so students are prepared beyond technical skills.



Premium infrastructure

Modern classrooms

Professional learning environment

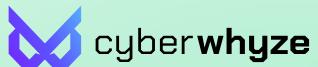
Positive, growth- focused campus culture





Our clients

We work with brands like:

Our recruiting partners

150+

**companies actively
hire from our
academy**



way

scalgo
technologies

SIMPLOGICS

Reflections
IDEAS MADE REAL

se-mentor

accenture

ORDERSTACK

aTeam
SOFT SOLUTIONS

BLUECAST
TECHNOLOGIES

RAPIFUZZ
Making Security Simple

TAMAARA
DIGITAL

NERDIENCE

 **techvantage.ai**

ENKREO

 **BrightCHAMPS**
WINDOW TO NEXTGEN SKILLS

Aura Ads

 **SRISTITI INNOVATIVE**
QUALITY BEYOND CONTRACT

 **AKIRA**
always creative

appX

Marvelloux
UX/UI DESIGN STUDIO

 **uniQin.ai**
sell more at the right price

 **PROCUBIZ**

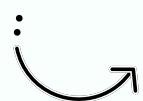
 **thinkneural.ai**

 **techvantage.ai**

Life @ the Academy



This is not just an
academy.



IT'S A
CAREER
LAUNCH
ECOSYSTEM.

Your career starts here



You're not investing in a course.
You're investing in a skill that
pays for life.

Admissions
Limited

If you are serious about building a
career in digital marketing —
This is where it begins.

Mentorship - Focused. Results - Driven.

