

# 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



MARKETING



**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

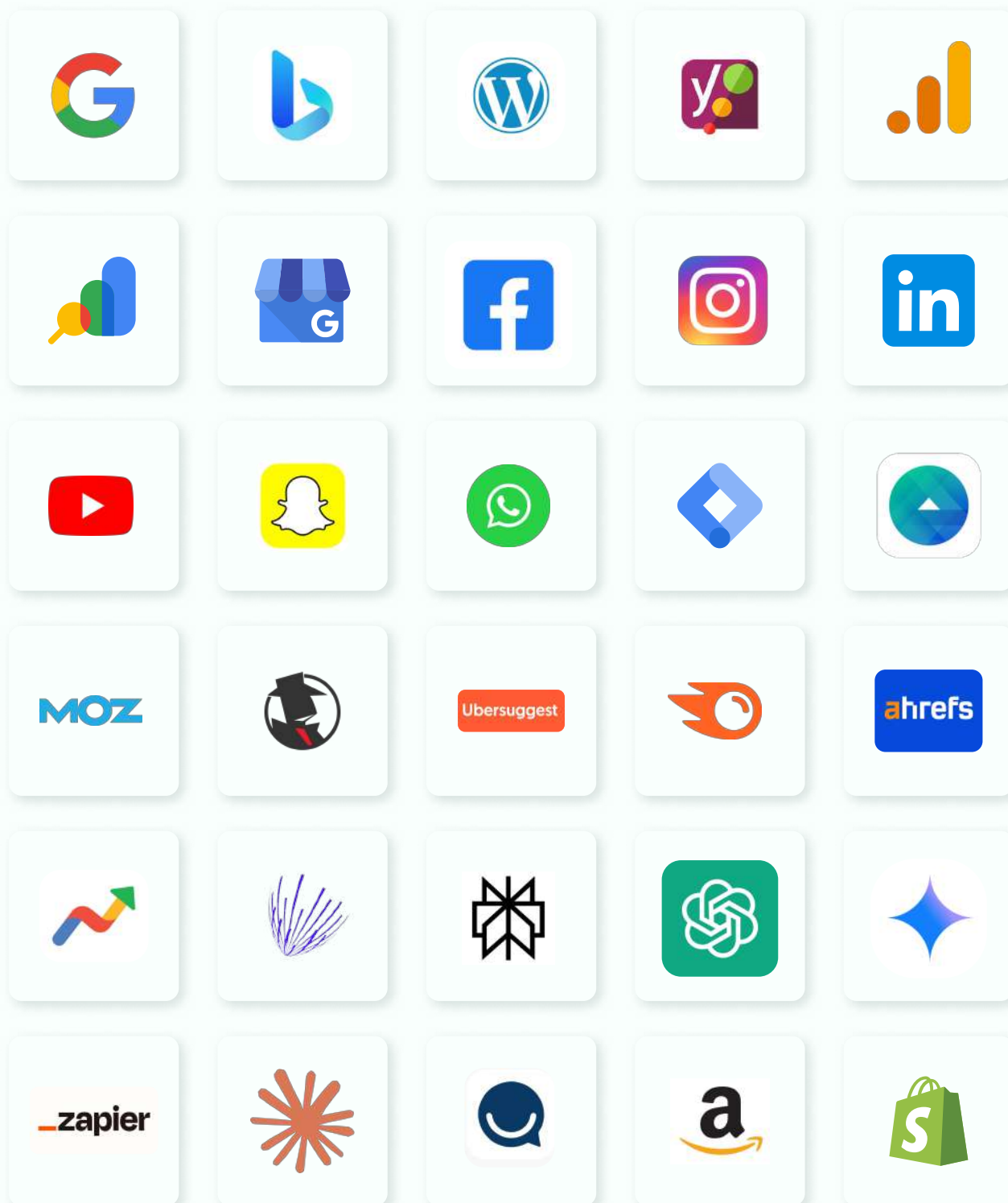
## Career Readiness

- 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

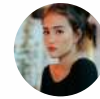
We work with brands like:

	<b>Lenovo</b>	 <b>Cypher</b>	 <b>HOMESHARP</b>
		 <b>Outplay</b>	 <b>cyberwhyze</b>
 <b>ASPR</b>	 <b>zafin</b>	 <b>Staircase</b>	 <b>OpenSesame</b>
<b>iTurn</b>		 <b>Murphi.ai</b>	 <b>IBIL SOLUTIONS</b> Innovative Business Intelligence
 <b>MATADOR</b>	 <b>Skillzcafe</b>	 <b>QWQER</b> DELIVERING TO THE POINT.	 <b>SUNTECH</b> BUSINESS SOLUTIONS
 <b>Advance Professional</b>	 <b>CARQUEST AUTO PARTS</b>	<b>brandsocial</b>	 <b>Sree DHANYA</b> HOMES PVT. LTD

## Our recruiting partners

150+  +

companies actively  
hire from our  
academy



**way**

**scalgo**  
technologies

**SIMPL**LOGICS

**Reflections**  
IDEAS MADE REAL

**se-mentor**  
software ecosystem mentor

**accenture**

**ORDERSTOCK**

**A**aTeam  
SOFT SOLUTIONS

**BLUECAST**  
TECHNOLOGIES

**RAPIFUZZ**  
Making Security Simple

**TAMAARA**  
DIGITAL

**NERDIENCE**

**techvantage.ai**

**ENKREO**

**BrightCHAMPS**  
WINDOW TO NEXTGEN SKILLS

**Aura Ads**

**S** | **SRISHTI 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

A man and a woman are shown from the waist up, smiling and celebrating. The man on the left is wearing a blue t-shirt and has his right fist raised in a celebratory gesture. The woman on the right is wearing a white t-shirt and is also smiling. They are both holding open laptops. The background is a solid light blue.

**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.

