AITEE

Academy of IT & Executive Education

Dynamic Digital Marketing Programs Powered By Generative AI

Online | Offline | Classroom

Affiliated With **BSSIT Mission** Is The National Agency Sponsored By The Planing Commission Government Of India

Who Can Join?

Business owners, entrepreneurs, bloggers, YouTubers, social media enthusiasts Website owners who aspire to boost web business, web traffic, conversions and sales Business analysts or professionals who want to learn social media marketing techniques to grow business they are into Anyone who wants to earn money (or extra money) with digital marketing skills with or without seeking a full-time job Individuals looking for work from home opportunities with leading organizations across the globe

Our Course Highlights

- Up-to-date modules integrated with Generative AI
- Certificate from BSS IT Mission
- 15+ Case Studies and Live Projects
- Video Library with 90+ Tools
- Classroom & Online classes
- Late evening & Weekend classes
- Coaching by Industry Mentors
- Daily Doubt Resolution

- Tutorials on using ChatGPT in digital marketing
- New specialisation on Generative AI in digital marketing
- Internships at 99DIGITS (A worldclass media House)
- Get hands-on experience with industry projects during the training

Our Courses

Advanced Professional Diploma In Digital Marketing

Duration: 6 months (280 hours) 3 Assignments
Eligibility: Degree & above
(5 months practical& Theory + Live Project +
1 Month internship)

- ☑ Digital Marketing Fundamentals
- ☑ Search Engine Optimization (SEO)
- ☑ Web Analytics and Webmaster Tool
- ☑ Google AdWords and PPC Advertising
- ☑ Understanding the process including visibility, engagement, targeted traffic, retention and conversion
- ☑ Digital Media Vs. Traditional Media
- ☑ Benefits of Digital marketing
- ☑ Latest Digital marketing trends
- ☑ Digital media marketing platforms
- ☑ Digital Marketing strategy for websites
- ☑ Search Engine Optimization
- ☑ Social Media Marketing
- ☑ Search Engine Marketing

Professional Diploma In Digital Marketing

Duration: 6 months (240 hours) 3 Assignments
Eligibility: Degree & above

- ☑ HTML 5 Basics
- ☑ Digital Marketing Overview
- ☑ Website Planning and Structure
- ☑ Basics to Advance SEO
- ☑ Google Analytics
- ☑ Affliate Marketing
- ☑ Content Marketing
- ☑ Advance Social Media Techniques
- ☑ Google Search Advertising
- ☑ Wordpress Website Designing
- ☑ Advanced Keyword Research
- ☑ Mobile SEO Technique
- ☑ Inbound Marketing
- ☑ E-Commerce SEO
- ☑ Blackhat SEO
- ☑ Advanced SEO Technique

SEO Certification Course (Off Page, On Page, Local, Mobile)

Duration: 1.5 months (80 hours) 1 Assignment

- SEO Basics
- Keyword Research
- Technical SEO
- Mobile SEO
- Off-page SEO
- Social SEO
- Local SEO
- SEO Audit, Tools, Measurement

Video Blogging Course

Duration: 1.5 months (40 hours) 1 Assignment

- Video Editing Fundamentals & Promotion
- YouTube Marketing Fundamentals
- YouTube Marketing
- YouTube Marketing Advance
- Google AdSense

Email Marketing Certification Course

Duration: 1 month (30 hours) 1 Assignment

- Email Marketing Basics
- Email Marketing Strategies
- Building your Business with Email Marketing
- Building Your Email Marketing Account
- Email Marketing Strategy

SEM Certification Course

Duration: 1.5 months (80 hours) 1 Assignment

- Introduction to PPC Marketing
- Introduction and overview of Google Adwords
- Profitable Ad Campaign with Google AdWords
- Landing Page & Thank You Page Creation
- Consumer Journey
- What is SEM? Why SEM?
- What is Google Ads? Why Google Ads?
- Google Network
- Google Ads Terminologies
- How Does the SEM Auction Work?
- Structure of a Google Ads Account
- Campaign Types – Introduction to Search Display
- Creation of Search Network Campaign
- Ad Formats Ad Text Policies
- Ad Text Best Practices DKI
- Ad Extensions Keyword Research
- Tool – Keyword Planner & Estimator Keyword Match types
- Keyword Strategies Landing Page Bidding and Budget
- Creation of Google Display Network
- GDN Targeting Options
- Display Ad Formats
- Ad Gallery Tool
- Conversion Tracking
- GDN Campaign Creation - Demo Remarketing
- Advanced Display: RLSA, Dynamic Remarketing, YouTube Remarketing
- Advanced Display: Smart Display Campaigns
- Mobile Ad Campaigns
- Universal App Campaigns
- Mobile-Specific Bidding and Targeting Strategies
- Optimization Strategies
- Account Audit Demo

SMM Certification Course

Duration: 1.5 months (80 hours)1 Assignment

- ☑ Introduction to social media marketing
- ☑ Social Media Poster Creations
- ☑ Video Editing Fundamentals & Promotion
- ☑ How to use Facebook for lead generation?
- ☑ Ways to use Facebook for branding?
- ☑ How to target the right audience?
- ☑ How to increase the likes In Facebook
- ☑ How to create Facebook Ads?
- ☑ Facebook Ads Automation
- ☑ How to generate leads through Facebook Marketing?
- ☑ How to add conversion tracking pixel code?
- ☑ Make regular reports keeping a check on the insights

LinkedIn Marketing
Preview

- ☑ Video Lessons
- ☑ LinkedIn for Branding
- ☑ Brand Marketing on LinkedIn
- ☑ LinkedIn Company Pages
- ☑ LinkedIn Advanced Search
- ☑ LinkedIn Premium
- ☑ LinkedIn Ads
- ☑ Types of Campaign
- ☑ Drive Traffic to Website
- ☑ Audience Selection
- ☑ Quiz Module 6

YouTube Marketing
Preview

- ☑ YouTube Marketing – Introduction & Ad Formats
- ☑ Creating Youtube Channel
- ☑ YouTube Ad Formats & SEO
- ☑ YouTube Campaign
- ☑ YouTube Analytics
- ☑ Top Keywords to rank video
- ☑ Attracting Subscribers

Professional Diploma in Generative AI

Duration: 6 Weeks (2 Assignments + Live Project + Internship)

- ☑ Introduction to Generative AI in digital marketing
- ☑ Prompt engineering techniques
- ☑ Limitations and Challenges of Generative AI
- ☑ Role of AI in content creation and curation
- ☑ Text-based Content Creation
- ☑ Image-based Content Creation and Manipulation
- ☑ Audio-based Content Creation and Manipulation
- ☑ Video-based Content Creation and Manipulation
- ☑ Data analysis and visualisation using AI
- ☑ Slack bot and chatbot creation using AI automation