

NIIT



**BUILD YOUR
DIGITAL MARKETING EDGE**

Get career-ready with **Digital Marketing with GenAI Advanced Program**

About NIIT

NIIT is a renowned global training and education company with a rich history spanning several decades. Established in 1981, NIIT is a prominent player in the field of IT and business education, offering a wide array of programs and courses designed to empower learners with the knowledge and skills needed to excel in the ever-evolving world of technology.

With a commitment to providing high-quality training and a global presence that extends across 10 countries, NIIT has become synonymous with innovation, excellence, and the development of future-ready professionals in the information technology and related sectors.

PRESENCE ACROSS
10
COUNTRIES

40+
YEARS OF
TRANSFORMING LIVES



The NIIT Advantage



99%*
of Eligible
Learners Placed



Faculty
Feedback Rating
4.6/5



40 MN+
Alumni
Network

800+ HIRING PARTNERS



... and many more!

Our Learning **Methodology**



Embark on a transformative journey guided by our unique pedagogy, curated to maximize your learning efficiency and retention. This iterative process ensures continuous improvement and mastery, empowering you to confidently tackle real-world challenges. Immerse yourself in hands-on experiences, mentorship, and role-specific competencies, shaping you into a confident and adaptable professional poised for success.

01 Outcome Driven

Program builds role-specific competencies and instills self-confidence.

02 Practitioner Designed

Accelerate skill acquisition and gain experience.

03 Job-readiness

Multi-staged approach that gradually prepares learners to get "Job-ready".

04 Hands-on

Over 60% of program time invested in hands-on activities.

05 Progressive Learning

Step-by-step learning, where skills are built through structured sprints of increasing complexities.

06 All-round Competency

Program equips learners with all-round skills – Technical Skills, Functional Skills, and Professional Skills.

07 Immersive Learning

Learning that mirrors work environment with best practices. Learners solve real-world problems, get them reviewed and refactored with personal mentorship.

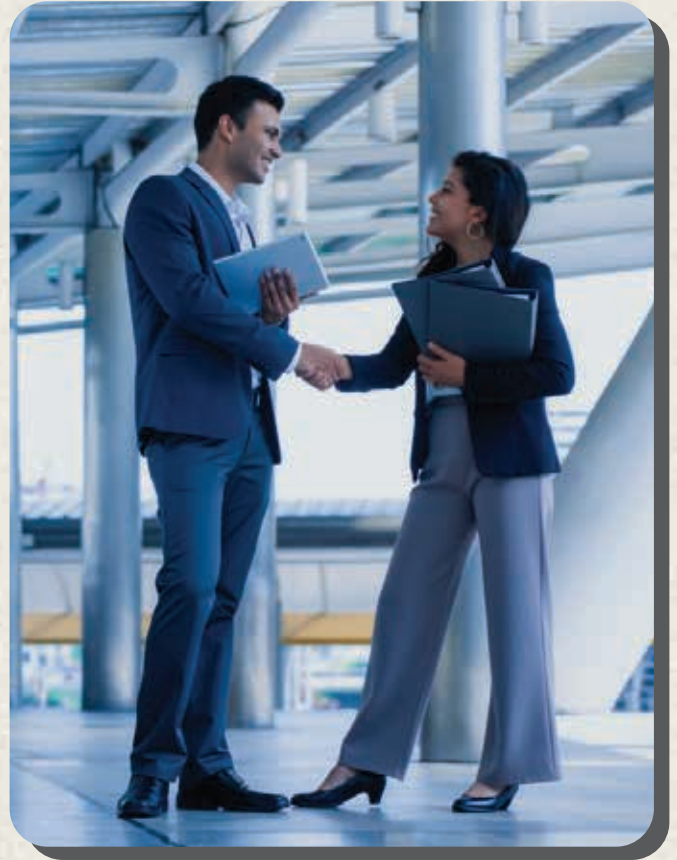
Digital Marketing with **GenAI Advanced Program**



Execute on the Job from Day 1

Learn by Doing Real Marketing Work

Learners don't just study concepts – they build campaigns, set up GA4, analyse performance, and optimise outcomes like working digital marketers, with real outputs they can showcase.



Full-Funnel Skills, Not Just One Tool

Understand how growth actually happens
Learners work across SEO, paid ads, social, CRM/email, analytics, and marketplaces – preparing them for real roles instead of being limited to a single platform skill.



AI-Powered, Mentor-Guided Learning

Work faster with GenAI, without losing quality

Learners use GenAI across content creation, analysis, and reporting, supported by mentor feedback and validation – reflecting how modern marketing teams use AI responsibly at work.



99%* Placement & 438%+ Career ROI on Salary vs Fees[^]

Designed for measurable return on course investment

With a strong placement track record and significant uplift in entry-level earning potential, the program is structured to deliver meaningful ROI relative to course fees.

Program Curriculum

Digital Marketing Essentials & Email Marketing and CRM

- Build a strong online presence from scratch by creating a no-code website and mastering search visibility.
- Learn core SEO techniques like on-page, technical, and off-page, alongside the latest Generative Engine Optimization (GEO) strategies to future-proof your traffic.
- Dive into CRM and email marketing using industry tools.
- Learn to manage customer data, segment audiences, and run automated, targeted campaigns that nurture leads into loyal, long-term customers.

Google Analytics, Campaign Management & Reporting

- Stop guessing and start measuring what matters. Build your analytics-first mindset using industry-standard tools like Google Analytics 4 (GA4) and Google Tag Manager.
- Get hands-on experience setting up reliable event tracking, analysing user journeys, and building visual performance dashboards in Looker Studio.
- Learn to translate raw data into actionable business insights and confidently present campaign ROI to stakeholders.

Paid Marketing in the Google Ecosystem

- Master the art of paid advertising within the Google ecosystem to drive immediate business results.
- Learn to set up and optimise intent-led Search, reach-led Display, YouTube, Shopping, and AI-driven Performance Max campaigns.
- Learn keyword research, campaign structuring, and advanced bidding strategies to maximise efficiency.
- The module also includes a brief foundational primer on the programmatic media landscape to round out your toolkit.

Boost Your Brand: Mastering Social Media & Influencer Marketing

- Turn your daily social scrolling into a professional career.
- This course goes beyond basic posting to cover comprehensive channel strategy, video asset creation, and active community management.
- Learn to build a strong brand presence, protect brand trust through Online Reputation Management (ORM), and scale your reach using influencer marketing and creator collaborations.

Paid Social Media Marketing & Amazon Ecosystem

- Drive measurable sales and master performance-driven execution across top platforms.
- Learn to plan, launch, and optimise high ROI paid campaigns on Meta and LinkedIn with a strong focus on creative strategy.
- The course also unlocks the complete Amazon ecosystem.
- Master seller essentials, Amazon SEO, and product listing optimisation to dominate marketplace growth.

Capstone Project

- Transform your learning into a portfolio-grade, client-style engagement.
- Research a target audience, execute a complete campaign across organic and paid channels, and optimise performance using GA4-led analysis.
- This hands-on project explicitly includes GenAI content workflows and structured reporting, allowing you to present job-ready marketing skills and actionable recommendations to future employers.

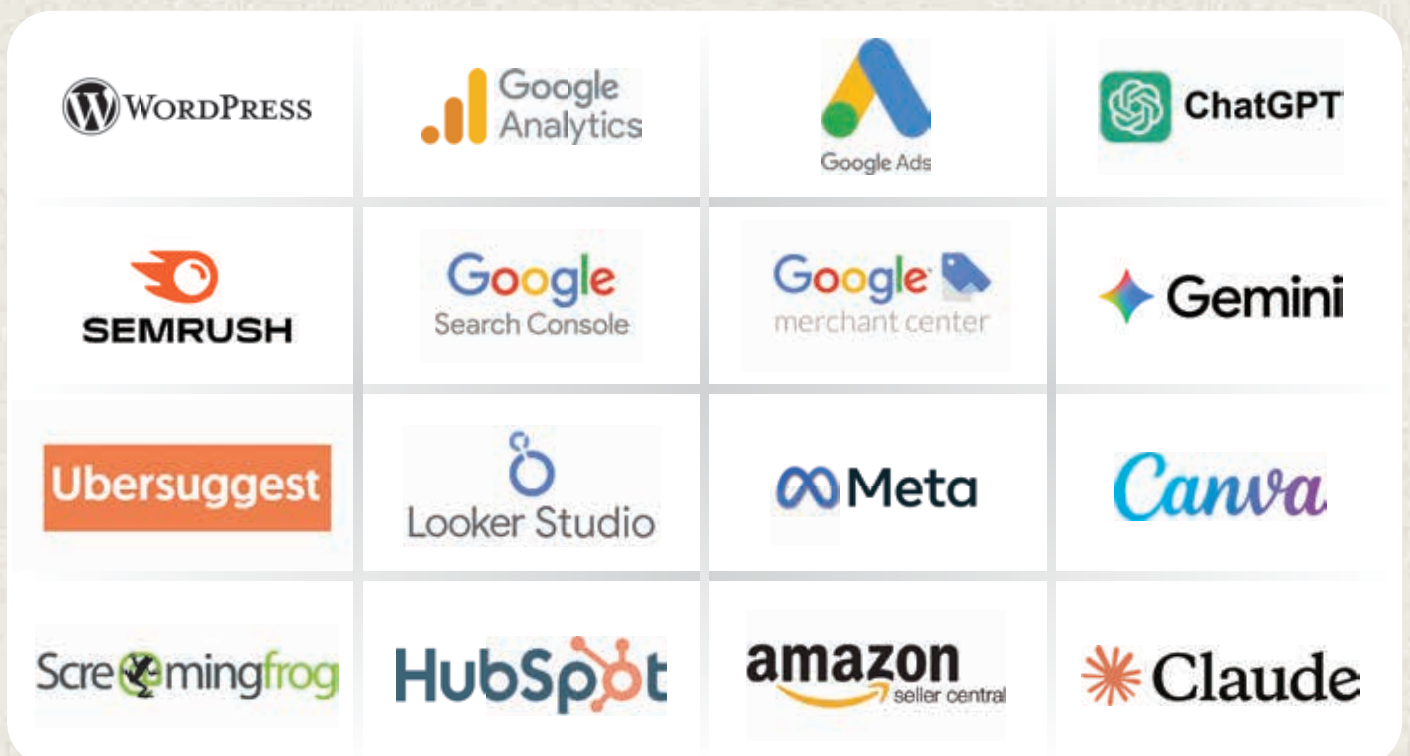
What You'll Gain

- ✓ Gain proficiency in Digital Marketing essentials, encompassing SEO, website building, Customer Relationship Management (CRM), and email strategies.
- ✓ Excel in Social Media Management and Online Reputation Management (ORM) by skillfully creating content and leveraging Influencer Marketing to enhance brand presence.
- ✓ Advance in Social Media Marketing by developing, managing, and optimizing Paid Social campaigns (including Meta and LinkedIn Ads) for maximum brand visibility.
- ✓ Master Search Engine Marketing (SEM) and the Amazon Ecosystem by utilizing Google Ads and PPC tactics to drive targeted traffic.
- ✓ Optimize campaigns through robust Marketing Analytics & Reporting and Conversion Rate Optimization (CRO) to make informed decisions for strategy enhancement.
- ✓ Utilize Generative AI tools effectively to enhance digital marketing strategies and implementation.

Program Details

Program Duration	: 12 Weeks (6 Sprints per Week), 24 Weeks (3 Sprints per Week)
Program Eligibility	: Final Year Undergraduate Students or Graduates in any Stream**
Program Fee	: <ul style="list-style-type: none">• Program fees ₹65,000 + 18% GST• Booking fees ₹1,500 + 18% GST
Mode of Learning	: Live mentor-led online classes. Medium of instruction will be English
Placement Services	: <ul style="list-style-type: none">• Career Guidance** for all learners• Placement Assistance for eligible# learners, with up to 10 selection opportunities

Tools



... and many more!

Capstone **Projects**

01

Digital Marketing Freelancer – Lead Generating Brand

Build a professional digital presence for a freelance marketer, create a conversion-focused website, optimise service pages for search, and design a lead generation funnel with landing pages, email nurture, and paid campaigns to attract premium clients.



02

Creator Collaboration Agency – Attract Creators and Brands

Develop a digital growth strategy for a creator collaboration agency by building an online presence, defining value propositions for creators and brands, and designing campaigns to drive creator sign-ups and brand partnerships.



03

D2C Audio Brand – Launching In- Ear Monitors (IEMs)

Plan and execute a digital launch strategy for a D2C audio brand entering the Indian market, focusing on awareness, trust, and conversions through website content, SEO, social storytelling, and paid campaigns.



04

Launch Strategy for a Modern Skincare Brand

Build a trust-driven digital presence for a D2C skincare brand using educational content, influencer marketing, SEO, and Amazon listing optimisation to drive discovery and first-time purchases.



05

Yoga Studio Growth & Membership Campaign

Design and execute a local digital marketing strategy to increase trials and memberships for a neighbourhood yoga studio using search, social media, content, and compelling offers.



06

Pitch and Execute Your Own Digital Marketing Idea

Propose a mentor-approved digital marketing idea and execute an end-to-end strategy covering website creation, SEO, social media, paid ads, analytics, and optimisation to deliver a portfolio-ready project.



Awards & Achievements



Best Tech Skilling EdTech Company

by Times Business Awards in 2022



Trusted Brand in Education

by Prime Insights in 2023



Gold Winner - Learning Excellence

by Global Learning Awards



Disclaimer:

Program features are subject to change. For latest information refer to our website: www.niit.com
Refer to terms and conditions for more details.

*T&C apply. Numbers mentioned are averages since inception. Past records are no guarantee of future prospects.

**Check T&C on the program web page for further details.

#Placement Eligibility: Graduate, <28 years, successful completion of program. Opportunities will be provided within 120 days of joining the placement bank.

^Based on salary vs program fee metrics, not a guarantee for future. Avg CTC since 2020.

TO REGISTER, CONTACT US:



1800 3000 6448



www.niit.com



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