



**ICT
ACADEMY
OF KERALA**



UPSKILLING PROGRAM
**MASTERING DIGITAL
MARKETING WITH AI**



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<https://ictkerala.org/registration>





Why Digital Marketing?

The Digital Marketing program provides an in-depth examination of online marketing techniques and resources. Participants will learn fundamental areas such as SEO, social media, email, and content marketing, while also tackling advanced subjects like data analytics and optimizing campaigns. With practical experience, participants hone the abilities needed to craft and implement successful digital marketing initiatives, enhancing brand presence and driving conversions across various platforms.



DURATION
3 Months
(275 Hrs.)



PROJECT DURATION
75 Hrs.
(Capstone Project)



COURSE DELIVERY
Instructor - Led
(Online)

-  **Industry-relevant curriculum with hands-on training**
-  **3-months FREE LinkedIn Learning access worth 12k**
-  **Career advancements with the ICTAK placement portal**



Participating in an upskilling program offers a multitude of benefits, including enhancing employability and preparedness for the competitive job market, refining expertise and proficiencies in a specific area, expanding earning potential and opportunities for career advancement, meeting the demand for skilled professionals within industries, and staying updated on the latest trends and technological advancements relevant to the field.

Scope of the Program

Digital marketing skills are in high demand globally, presenting abundant career prospects across industries. Proficiency in digital marketing is crucial in areas like social media management, SEO, email marketing, and data analytics. Emerging trends such as influencer marketing, video marketing, voice search optimization, and AI-driven marketing further contribute to its expansive scope. Job roles in digital marketing offer competitive pay and avenues for career growth in both established corporations and startups.

Objectives

- Acquire a solid grasp of fundamental Digital Marketing principles and techniques.
- Master the execution of diverse digital marketing methods, encompassing SEO, social media marketing, email marketing, and content marketing.
- Obtain practical proficiency in scrutinizing digital marketing data and refining campaigns for enhanced results.
- Hone the ability to craft and implement impactful digital marketing strategies across a range of online platforms and channels.

Agenda

- Introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- Email Marketing
- Search Engine Optimization
- Branding and Marketing Optimization
- Introduction to AI and ChatGPT
- AI and ChatGPT for Content Marketing
- AI and ChatGPT for Social Media Marketing
- AI and ChatGPT for Email Marketing
- AI and ChatGPT for SEO
- AI and ChatGPT for Branding





About ICTAK



The ICT Academy of Kerala (ICTAK) is a not-for-profit organization formed by the Government of India, the Government of Kerala, and leading IT industry players like TCS, UST, IBS, and Quest Global. ICTAK offers various ICT and life skills programs such as Microsoft, Java, DevOps, Cyber Security, Artificial Intelligence/Machine Learning, and so on. Recognized by the Government of Kerala's Department of Electronics & IT, ICTAK provides comprehensive training with capstone projects and internships to prepare the next generation of ICT professionals. In the 2023-24 period, it expanded its partner network to 282 academic institutions, impacting over 12,000 students and 600 faculties. With 182 corporate partners, ICTAK organizes events, hackathons, and conferences to develop new ICT courses and promote digital literacy. Through partnerships with the government, it focuses on capacity building and project execution. Over the last decade, ICTAK has trained 1,20,000 participants and received national recognition for its innovative training practices from the Indian Society for Training & Development (ISTD).



**INFORMATION &
COMMUNICATION TECHNOLOGY
ACADEMY OF KERALA**
ICTAK

MASTERING DIGITAL MARKETING WITH AI

Eligibility

- Any graduate or three-year diploma holder
- Final year students or those awaiting results
- Proficiency in basic computer skills and a presence on social media
- Genuine interest in digital marketing and the motivation to learn and apply new skills

**Please note that the ICT Academy of Kerala will have the right to cancel the candidature at any point if found ineligible.*



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