

# Advanced Program in Digital Marketing with Gen AI

Building the Future



**Learn from the Leader**





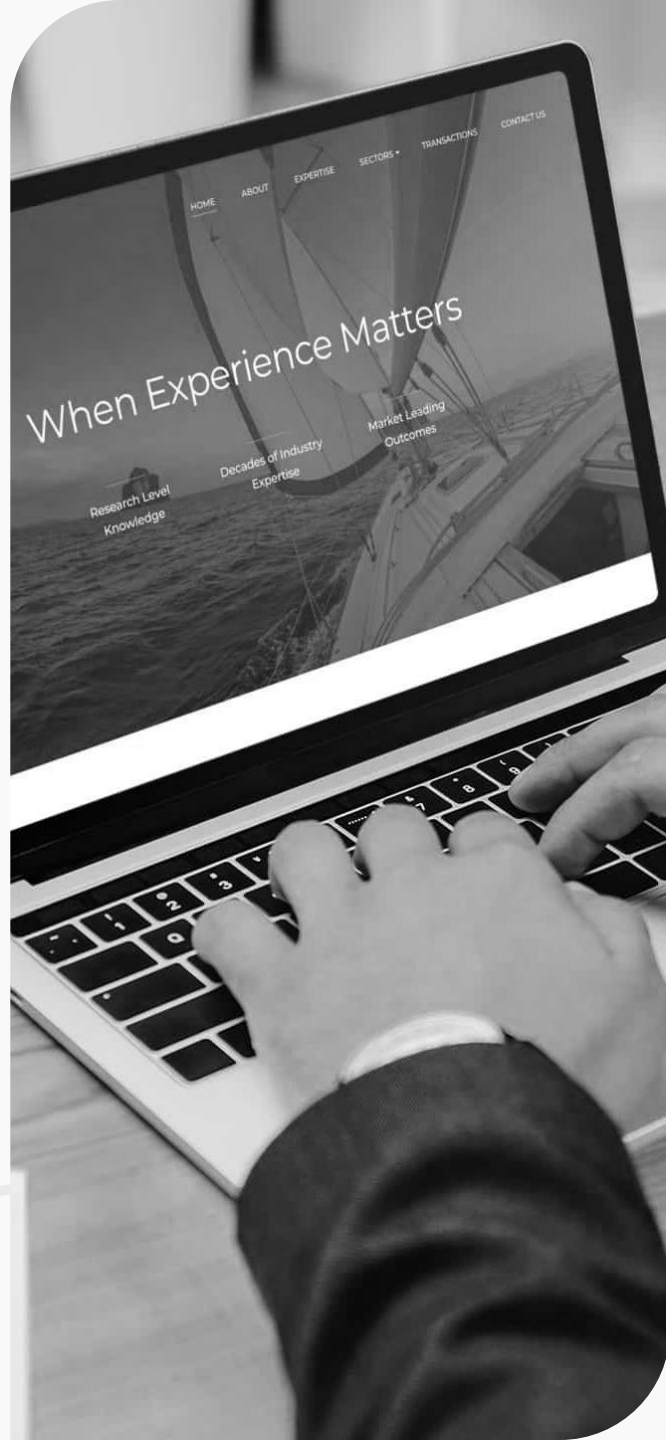
# Industry Insight

The Digital content creation industry is evolving with AI-powered tools, no-code platforms, and user-centric trends. AI streamlines workflows, while tools like Web flow and Framer simplify web design. Mobile-first, accessibility-focused, and interactive UI trends dominate, with motion UI, dark mode, and micro-interactions enhancing engagement. UX design is shifting towards AI-driven personalization, voice UI, and AR/VR experiences. Challenges include growing competition and rapid tech advancements, but demand for seamless, research-driven, and omnichannel experiences continues to rise, making adaptability key for designers.



# About

The Advanced Program in Digital Marketing with Gen AI is a comprehensive course designed to equip learners with cutting-edge skills in digital marketing, enhanced by the power of generative AI. This program covers strategic marketing frameworks, data-driven decision-making, and AI-powered automation to optimize campaigns across search, social media, and paid advertising channels. Participants will gain expertise in advanced analytics, customer engagement, and ethical marketing practices while leveraging AI tools to streamline workflows and improve ROI. The curriculum blends theoretical knowledge with hands-on labs, preparing students to excel in dynamic digital landscapes. By the end of the course, learners will build a professional portfolio and acquire freelancing skills to thrive in the competitive job market. Ideal for marketers seeking to future-proof their careers, this program bridges traditional digital strategies with next-generation AI applications.

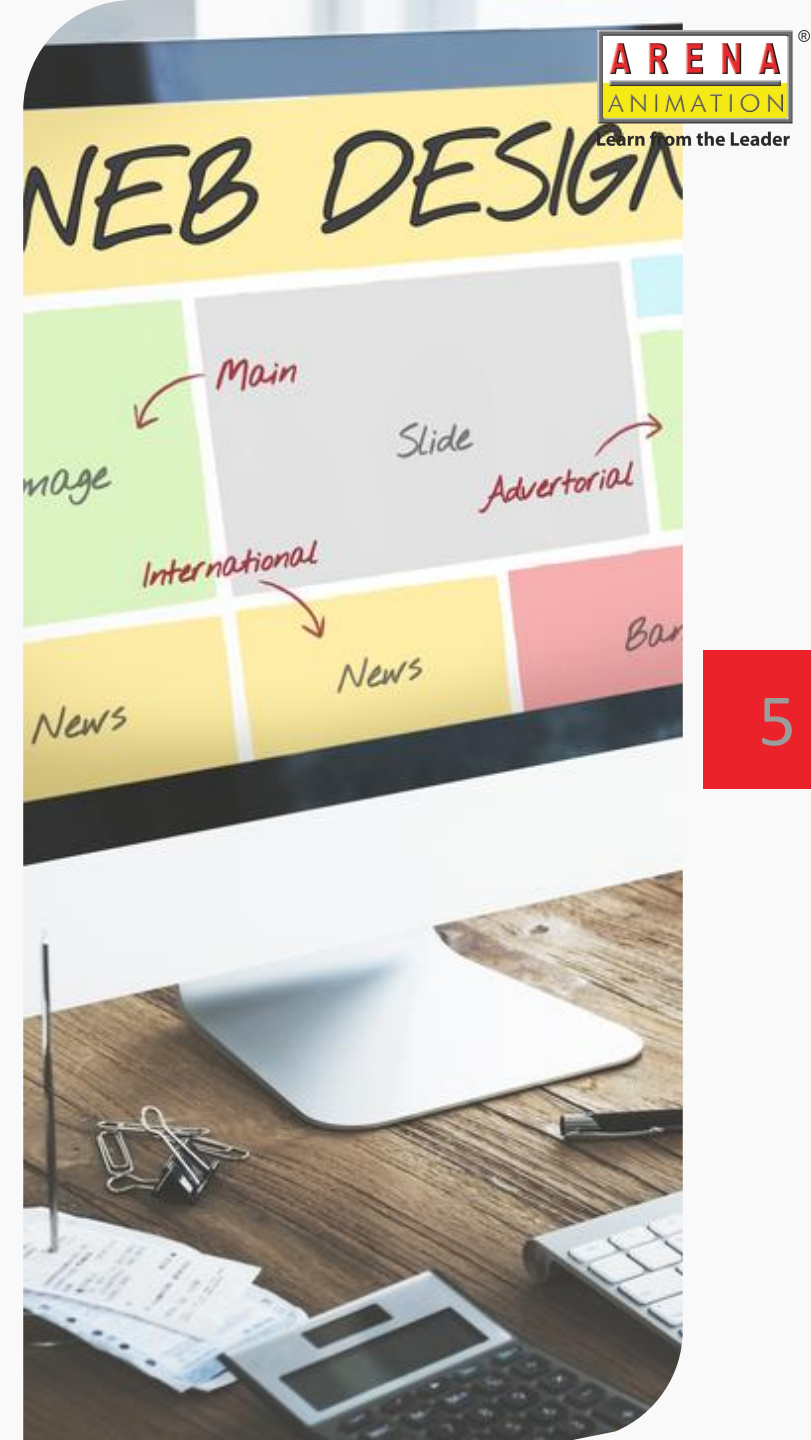


## Course Highlight:

- Job-oriented, industry centric curriculum
- Hands-on practical training using latest tools and software
- Certified faculty
- Exposure to industry interaction and workshops
- Placement assistance
- Access to **Pro Connect**, a platform to showcase your portfolio

# Course Structure

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundations of Digital Marketing	Conceptual	4	8	0	8	0
Concepts of Web Design and Development	Conceptual	1	2	0	2	0
Search and Display Marketing	Google Ads, Google Analytics, Semrush, SpyFU/Wordstream	5	10	4	14	0
Social Media Marketing	SocialPilot, UpContent, Curata, Google Ads	10	20	4	24	0
Role of AI in Digital Marketing	Preferred Tool	4	8	4	12	0
Paid Advertising Strategies	Google Ads, WordStream, Social media ad platforms (LinkedIn, Meta, X, and so on), YouTube ads	6	12	6	18	0
Advanced Analytics	Google Analytics, Semrush, HubSpot, Mixpanel, Ahrefs, Sprout Social, Google Ads, Google Analytics, Adobe analytics, Google Data Studio	4	8	4	12	0
Affiliate Marketing	Google Analytics, Bitly, Canva, MailerLite (Free Tier), WordPress	3	6	4	10	0
Advanced Marketing Automation	Mailchimp (Free Tier), HubSpot (Free CRM), Zapier (Free Tier), Hootsuite (Free Plan), Sender	3	6	4	10	0
Data Privacy and Digital Marketing Ethics	Preferred Tool	2	4	2	6	0
Portfolio Powerhouse	Term-end Portfolio	1	2	2	4	20
Career Launchpad	LinkedIn, Upwork	1	2	0	2	10
<b>Total</b>		<b>44</b>	<b>88</b>	<b>34</b>	<b>122</b>	<b>30</b>

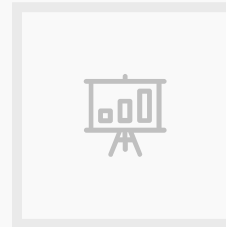


# Summary



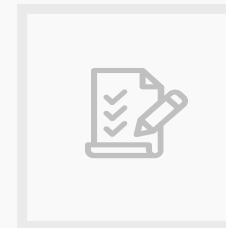
## Total Hours

122 hrs



## Total Terms

1



## Software's Covered

Google Ads, Google Analytics, Semrush, SpyFLU, Social Pilot, UpContent, Curata, Social Media Ads Platform, Hubspot, Mixpanel, Sprout Social, Ahrefs, Google Data Studio, Bitly, Canva, Mailerlite, Wordpress, Mailchimp, Zapier, Hootsuite



## Course Code

3183-DCC-APDMGAI

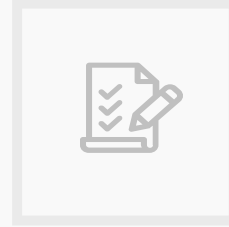


# Course Outcome

Upon completing the Advanced Program in Digital Marketing with Gen AI, learners will master the strategic application of AI-driven tools to optimize digital marketing campaigns, enhance audience targeting, and automate workflows for maximum efficiency. They will gain hands-on expertise in data analytics, paid advertising, and performance measurement, enabling them to make data-backed decisions that boost ROI. Participants will develop advanced skills in social media marketing, affiliate promotions, and ethical data privacy practices while leveraging generative AI for content and campaign innovation. Additionally, they will build a professional portfolio showcasing real-world projects and acquire essential freelancing skills to confidently navigate the job market. Graduates will emerge as industry-ready professionals capable of integrating traditional digital marketing strategies with cutting-edge AI solutions to drive business growth.



# Career Opportunities



- **Digital Marketing Executive**
- **Social Media Strategist**
- **Marketing Data Analyst**
- **SEO/SEM Specialist**
- **Digital Marketing Consultant**
- **Paid Media Specialist**

# Eligibility



## Eligibility Criteria:

10th



**Certification: DCC – Advanced Program in Digital Marketing**

Certificate Type: Certificate of Accomplishment

# Reason To Believe



## Industry-Relevant Curriculum

Designed with cutting-edge tools and technologies like Gen AI, ensuring students are industry-ready.



## Diverse Career Opportunities

Graduates can explore roles in Animation, VFX, Gaming, UI/UX, Graphic Design, Digital Content creation and more, offering flexibility and growth.



## Practical Hands-On Industry Exposure & Training

Real-world projects, live assignments, and immersive learning experiences bridge the gap between theory and application.



## Placement Assistance

Get access to workshops, mentorship from industry leaders, and placement support through our vast recruiter network.



## Pro Connect

With a legacy of excellence, Arena Animation equips students with the skills, exposure, and expertise to thrive in the fast-evolving creative and digital industries.

# Brand Engagement



Industry Collaboration and Expert masterclass

Regular masterclasses and guest lectures from top industry professionals across animation, VFX, gaming, and design.



Immersive Experience Booths

Presenting student work at Comic-Con, industry expos, and recruitment summits.



On Ground engagement and Events

Creative Minds events where students showcase their projects to industry leaders.



Student centric Engagements

Internships & Industry Projects – Real-world learning opportunities with top brands and studios across all courses



Campus Workshops & Walk-Ins

Hands-on training sessions for prospective students to experience the program before enrolling.

# Thanks!

Reach out to us for any queries at:

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