



PROGRAMMES

8

DIGITAL MARKETING

COMPLETE PROGRAMME GUIDE · 2026

Digital Marketing

Course Details & Career Growth Guide

Every Digital Marketing programme at IPCS Global Coimbatore in one place — full syllabus, module-by-module topics, tools, projects, certification, job roles, salary progression and next steps.

8 Programmes

30 Hours to 6 Months

Syllabus + Career Growth

Placement Support

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IPCS Global — Since 2008

IPCS Global began in 2008 as a specialised industrial automation training and services provider and has grown into one of India's leading technical and digital skills institutes, with 50+ branches across India and the GCC. Our Coimbatore centre in Peelamedu combines classroom teaching with hands-on labs, and every learner is coached in communication, aptitude and interview readiness alongside technical skills.

18+

YEARS

15,000+

PROFESSIONALS TRAINED

50+

BRANCHES

100%

PLACEMENT ASSISTANCE

About the Digital Marketing Stream

Digital marketing is one of the fastest routes into a well-paid, flexible career — no engineering degree required. Our programmes range from 30-hour specialisations to a 6-month AI+ programme that makes you fluent in both marketing and the AI tools employers now expect.



ISO 9001:2015 Certified

Audited, consistent training quality.



TÜV SÜD Cooperation Partner

Partner of the German testing & certification body.



NSDC Approved Partner

Approved training partner under Skill India.



Inside the IPCS Global Coimbatore training centre.

Why Digital Marketing, **Why Now**

The demand behind every programme in this guide — and the industries that hire our graduates.

- 1 Budgets have moved online**
Every business, from a local clinic to a national brand, now spends a large share of its marketing budget on search, social and paid digital channels — and needs people to run them.
- 2 AI has raised the bar**
Employers increasingly want marketers who can pair fundamentals with AI tools for content, ads and analytics. That combination is still rare, which makes it valuable.
- 3 Flexible career paths**
Digital marketing rewards results and portfolios more than degrees, and it supports full-time jobs, freelancing and your own business — often in combination.

Where You Can Work

- 1 Digital & advertising agencies**
- 2 E-commerce & D2C brands**
- 3 IT & SaaS companies**
- 4 Education & EdTech**
- 5 Healthcare, real estate & retail**
- 6 Startups & freelance clients**

Three Ways to Build Your Career

Full-Time Job

Join a company with placement support behind you — stability and structured growth.

Job + Freelance

Hold a job while taking side projects to build income and a broader portfolio.

Remote & Global

Digital marketing skills travel well: many learners serve clients in the US, UK, Australia and the GCC remotely through Upwork, Fiverr and LinkedIn, and GCC agencies regularly hire Indian marketers.

All Programmes at a Glance

8 programmes to match every background and goal. Full course details and a career guide for each follow in this document.

#	PROGRAMME	DURATION	HOURS	TYPE	BEST FOR	PAGE
01	AI+ Digital Marketing	6 Months	480	Career programme	Students & fresh graduates (any discipline)	7
02	Advanced Certificate Course in Digital Marketing	6 Months	480	Career programme	Students & fresh graduates	14
03	Professional Diploma in Digital Marketing	3 Months	253	Career programme	Students & fresh graduates	22
04	Certificate Course in Digital Marketing	2 Months	120	Entry-level course	College students adding a practical skill	29
05	Advanced Certificate Course in Online Entrepreneurship (ACCOE)	150 Hours	150	Career programme	Aspiring entrepreneurs & solopreneurs	36
06	SEO Certification Course	30 Hours	30	Short course	Students & beginners	42
07	SEM Certification Course	30 Hours	30	Short course	Marketers moving into performance marketing	48
08	SMM Certification Course	30 Hours	30	Short course	Aspiring social media executives	54

Recommended Pathways

1 **AI+ Digital Marketing → Google Ads, GA4, Meta Blueprint & HubSpot certifications (prepared during the course)**

2 **Advanced Certificate Course in Digital Marketing → AI+ Digital Marketing (AI specialisation)**

3 **Professional Diploma in Digital Marketing → AI+ Digital Marketing (6 months) for AI specialisation**

4 **Certificate Course in Digital Marketing → Professional Diploma in Digital Marketing (3 months)**

5 **Advanced Certificate Course in Online Entrepreneurship (ACCOE) → AI+ Digital Marketing (6 months)**

6 **SEO Certification Course → Professional Diploma in Digital Marketing**

7 **SEM Certification Course → Professional Diploma in Digital Marketing**

AI+ Digital Marketing

From curious beginner to AI-powered marketing professional — job-ready, freelance-ready, future-ready.

6 Months

480 Hours

15 Modules

5 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

AI+ Digital Marketing teaches every marketing fundamental properly first, then rebuilds each skill with AI tools and automation layered on top. Nine of the fifteen modules are AI-integrated, so you graduate fluent in both marketing and the AI workflows employers now expect.

DURATION**6 Months****TRAINING HOURS****480 Hours****MODULES****15 Structured Modules****MODE****Classroom / Online / Hybrid****BATCHES****Weekday · Weekend · Fast-track****CERTIFICATION****IPCS + Google / Meta / HubSpot prep**

Who Should Join

- ✓ Students & fresh graduates (any discipline)
- ✓ Working professionals moving into marketing
- ✓ Business owners who want to market with AI
- ✓ Freelancers & career switchers

Eligibility: Any 12th pass, diploma or degree. No coding or prior marketing experience needed.

What You'll Be Able To Do

- ✓ Plan full-funnel campaigns with AI-assisted research
- ✓ Rank websites with traditional and AI-powered SEO
- ✓ Run and optimise Google & Meta ad campaigns
- ✓ Produce content, creatives and video with AI tools
- ✓ Automate CRM, email and social workflows
- ✓ Graduate with a live capstone campaign in your portfolio

The Full Syllabus

15 modules, 480 hours — modules marked **AI** have AI tools and workflows built directly into the teaching, delivered in three phases that each build on the last.

01 · FOUNDATION

Modules 1–3 · 80 Hours

Understand the ecosystem, get fluent in AI concepts and tools, and plan websites with AI-assisted UX.

02 · CORE + AI

Modules 4–11 · 320 Hours

SEO, content, social and paid ads — each taught the traditional way first, then rebuilt with AI.

03 · LAUNCH

Modules 12–15 · 80 Hours

Automation & CRM, e-commerce growth, personal branding and a live capstone campaign.

01	Introduction to Digital Marketing Ecosystem	30 Hrs
02	AI AI Fundamentals for Marketers	30 Hrs
03	AI Website Planning & AI-Assisted UX	20 Hrs
04	Search Engine Optimization (SEO) Core	40 Hrs
05	AI AI-Powered SEO	40 Hrs
06	Content Marketing Strategy	30 Hrs
07	AI AI Content Creation & Design	50 Hrs
08	Social Media Marketing (SMM) Core	40 Hrs
09	AI AI in Social Media & Automation	40 Hrs
10	Paid Advertising (PPC) Core	40 Hrs
11	AI AI-Driven Ads & Analytics	40 Hrs
12	AI Marketing Automation & CRM with AI	30 Hrs
13	AI E-Commerce, Affiliate & AI Growth	20 Hrs
14	AI Freelancing, Career & AI Branding	10 Hrs
15	Capstone Project	20 Hrs

Total Training Duration

480 Hours

Module-by-Module Topics

MODULE 01**30 Hrs****Introduction to Digital Marketing Ecosystem**

- How the digital marketing ecosystem fits together
- Funnels, customer journeys & personas
- Owned, earned & paid media
- Core metrics: ROI, CPL, CAC, ROAS
- Where AI is changing each channel

MODULE 02 · AI**30 Hrs****AI Fundamentals for Marketers**

- How generative AI & LLMs work (non-technical)
- Prompt engineering for marketing tasks
- ChatGPT, Claude, Gemini & Perplexity for research
- Fact-checking, brand safety & AI ethics
- Building a personal AI marketing toolkit

MODULE 03 · AI**20 Hrs****Website Planning & AI-Assisted UX**

- Site architecture, sitemaps & user flows
- WordPress setup, themes & page builders
- AI website builders & AI wireframing
- UX principles & conversion-focused layouts
- High-converting landing pages

MODULE 04**40 Hrs****Search Engine Optimization (SEO) Core**

- How search engines crawl, index & rank
- Keyword research & search intent
- On-page SEO: titles, meta, headings, content
- Technical SEO: speed, schema, Core Web Vitals
- Off-page SEO & ethical link building
- Local SEO & Google Business Profile
- Google Search Console, Ahrefs & SEMrush

MODULE 05 · AI**40 Hrs****AI-Powered SEO**

- AI-assisted keyword clustering & topical maps
- Optimising for AI Overviews & answer engines
- AI content briefs & on-page optimisation
- Automated technical SEO audits
- AI-driven rank tracking & reporting

MODULE 06**30 Hrs****Content Marketing Strategy**

- Audience research & personas
- Content pillars & editorial calendars
- Copywriting frameworks (AIDA, PAS)
- Content for each funnel stage
- Measuring content performance

MODULE 07 · AI**50 Hrs****AI Content Creation & Design**

- AI writing workflows for blogs, ads & emails
- AI image generation for marketing creatives
- AI video, voice-over & avatar tools
- Canva AI & brand kits
- Human editing, fact-checking & originality

MODULE 08**40 Hrs****Social Media Marketing (SMM) Core**

- Platform strategy: Instagram, Facebook, LinkedIn, YouTube, X
- Content calendars & brand voice
- Reels, Shorts & short-form video
- Meta Ads: campaigns, audiences & pixel
- Influencer & community marketing
- Social analytics & reporting

MODULE 09 · AI**40 Hrs****AI in Social Media & Automation**

- AI captions, hooks & video scripts
- AI image & video tools for social creatives
- Scheduling & publishing automation
- Social listening & sentiment analysis
- Chatbots & DM automation

MODULE 10**40 Hrs****Paid Advertising (PPC) Core**

- Google Ads: Search, Display, Video & Performance Max
- Meta Ads Manager: objectives, audiences & pixel
- LinkedIn & YouTube advertising basics
- Bidding, budgets & Quality Score
- Conversion tracking & campaign optimisation

MODULE 11 · AI**40 Hrs****AI-Driven Ads & Analytics**

- Smart Bidding & Performance Max in depth
- AI ad copy & creative variations at scale
- Audience modelling & lookalike targeting
- Predictive budgeting & forecasting
- Automated dashboards in Looker Studio

MODULE 12 · AI**30 Hrs****Marketing Automation & CRM with AI**

- HubSpot / Zoho CRM with AI features
- AI lead scoring & segmentation
- Automated nurture journeys
- WhatsApp & chatbot automation
- Workflow tools: Zapier / Make

MODULE 13 · AI**20 Hrs****E-Commerce, Affiliate & AI Growth**

- Shopify / WooCommerce growth playbooks
- AI product descriptions & catalogue at scale
- Affiliate programmes & tracking
- AI personalisation & recommendations
- Retention: cart recovery & loyalty

MODULE 14 · AI**10 Hrs****Freelancing, Career & AI Branding**

- Personal branding with AI
- Freelance platforms & winning proposals
- Pricing AI-powered services
- Portfolio & LinkedIn optimisation
- Interview preparation

MODULE 15**20 Hrs****Capstone Project**

- Real brief: goals, audience & channel mix
- AI-assisted research & planning
- Build assets: SEO content, creatives, ad copy
- Launch, measure & optimise
- Present & defend results like a client review

AI+ Digital Marketing · Part A**Tools, Projects & Assessment****■ Tools & Technologies You'll Use**

Google Ads

Google Analytics 4

Google Tag Manager

Search Console

Meta Ads Manager

WordPress

SEMrush / Ahrefs

Canva

Mailchimp

HubSpot / Zoho CRM

Looker Studio

Photoshop / Figma

ChatGPT / Claude / Gemini

Perplexity

Canva AI

AI video & voice tools

Zapier / Make

■ Projects You'll Build

1 AI-assisted SEO audit and content plan for a local business

2 Social media calendar with AI-generated creatives

3 Google Ads + Meta Ads campaign with tracking

4 Automated lead-nurture journey in a CRM

5 Live end-to-end AI-powered capstone campaign

■ How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Where AI+ Digital Marketing Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

Roles You'll Be Ready For

1

AI Marketing Associate

Uses AI tools to plan, create and optimise campaigns faster.

2

SEO & AI Search Specialist

Optimises for Google and AI answer engines.

3

Performance Marketer

Runs AI-assisted Google & Meta campaigns for ROI.

4

AI Content Strategist

Builds content systems with AI and human editing.

5

Marketing Automation Executive

Builds CRM journeys, chatbots and workflows.

6

AI-Powered Freelancer

Delivers faster, higher-volume services to clients.

Your Growth Ladder

STAGE

01

0-2 YRS

AI / Digital Marketing Associate

Execute AI-assisted campaigns and content.

₹3 – 5 LPA

STAGE

02

2-5 YRS

Growth / Performance Specialist

Own channels, automation and experiments.

₹5 – 9 LPA

STAGE

03

5-8 YRS

Marketing / Growth Manager

Lead AI-first marketing strategy and teams.

₹9 – 18 LPA

STAGE

04

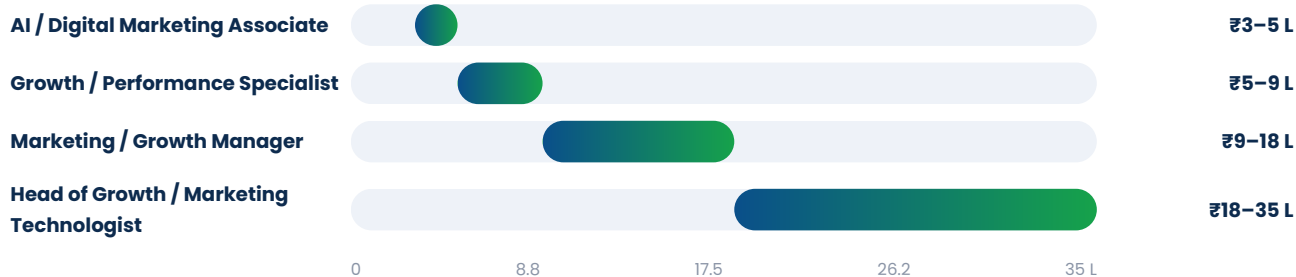
8+ YRS

Head of Growth / Marketing Technologist

Drive growth, martech stack and AI adoption.

₹18 – 35 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ Advanced prompt engineering & AI agents
- ✓ Marketing analytics & attribution
- ✓ Automation with Zapier / Make
- ✓ CRO & A/B testing
- ✓ Personal brand & thought leadership

■ Certifications to Target

- ✓ Google Ads & GA4
- ✓ Meta Certified Media Buying Professional
- ✓ HubSpot Marketing Software
- ✓ Google AI Essentials / AI marketing certificates

■ Upgrade Path at IPCS Global

1 Google Ads, GA4, Meta Blueprint & HubSpot certifications (prepared during the course)

2 Advanced SEO, performance marketing or marketing-automation specialisation

■ Your First 12 Months After the Course

1

Month 0-1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1-3 • First Role

Join as a AI / Digital Marketing Associate.

3

Month 3-6 • Get Certified

Earn one certification from the list above.

4

Month 6-12 • Specialise

Pick a specialisation and own a project, system or channel.

Advanced Certificate Course in Digital Marketing

The complete, in-depth digital marketing programme — every channel, every major tool, plus a live internship.

6 Months

480 Hours

18 Modules

5 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

Our most comprehensive traditional digital marketing programme. Across 18 modules you master every major channel — SEO, Google Ads, social, email, content, analytics, e-commerce and CRM — along with Photoshop and Figma, then finish with a capstone project, internship and certification preparation.

DURATION
6 Months

TRAINING HOURS
480 Hours

MODULES
18 Structured Modules

MODE
Classroom / Online / Hybrid

BATCHES
Weekday · Weekend · Fast-track

CERTIFICATION
IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Students & fresh graduates
- ✓ Working professionals and marketing executives
- ✓ Business owners & entrepreneurs
- ✓ Freelancers & career switchers

Eligibility: Any 12th pass, diploma or degree. No prior experience needed.

What You'll Be Able To Do

- ✓ Build and optimise WordPress websites and landing pages
- ✓ Deliver SEO strategy from keyword research to link building
- ✓ Plan and run profitable Google Ads and Meta Ads campaigns
- ✓ Track everything with GA4, Tag Manager and UTMs
- ✓ Design creatives in Photoshop and Figma
- ✓ Earn Google, Meta and HubSpot certifications

The Full Syllabus

18 modules, 480 hours, delivered in three phases that each build on the last.

01 · FOUNDATION

Modules 1–3 · 100 Hours

The digital landscape, website building and SEO in depth.

02 · CHANNELS

Modules 4–11 · 250 Hours

Paid search, social, email, content, analytics, e-commerce, affiliate and ORM.

03 · PRO SKILLS & LAUNCH

Modules 12–18 · 130 Hours

Design, automation, freelancing, strategy, internship and certifications.

01	Introduction to Digital Marketing	10 Hrs
02	Website Planning and Creation	30 Hrs
03	Search Engine Optimization (SEO)	60 Hrs
04	Search Engine Marketing (Google Ads/PPC)	50 Hrs
05	Social Media Marketing (SMM)	60 Hrs
06	Email Marketing	20 Hrs
07	Content Marketing	30 Hrs
08	Web Analytics	30 Hrs
09	E-Commerce Marketing	30 Hrs
10	Affiliate Marketing	15 Hrs
11	Online Reputation Management (ORM)	15 Hrs
12	Adobe Photoshop	15 Hrs
13	Figma	15 Hrs
14	Marketing Automation & CRM	20 Hrs
15	Freelancing & Digital Marketing Tools	15 Hrs
16	Digital Marketing Strategy & Planning	10 Hrs
17	Capstone Project & Internship	45 Hrs
18	Certification Preparation	10 Hrs

Total Training Duration

480 Hours

Module-by-Module Topics

MODULE 01

10 Hrs

Introduction to Digital Marketing

- Digital vs traditional marketing
- Marketing funnel & customer journey
- Channels: search, social, email, content, paid
- Core metrics: ROI, CPL, CAC, ROAS
- Career paths in digital marketing

MODULE 02

30 Hrs

Website Planning and Creation

- Domain, hosting & DNS basics
- WordPress installation, themes & plugins
- Page structure, navigation & design principles
- Landing page & thank-you page creation
- Speed, mobile-friendliness & security basics

MODULE 03

60 Hrs

Search Engine Optimization (SEO)

- How search engines crawl, index & rank
- Keyword research & search intent
- On-page SEO: titles, meta, headings, content
- Technical SEO: speed, schema, Core Web Vitals
- Off-page SEO & ethical link building
- Local SEO & Google Business Profile
- Google Search Console, Ahrefs & SEMrush

MODULE 04

50 Hrs

Search Engine Marketing (Google Ads/PPC)

- Google Ads account & campaign structure
- Search, Display, Video & Shopping campaigns
- Keyword match types & negative keywords
- Ad copy, assets & Quality Score
- Bidding strategies & budget control
- Conversion tracking & optimisation

MODULE 05

60 Hrs

Social Media Marketing (SMM)

- Platform strategy: Instagram, Facebook, LinkedIn, YouTube, X
- Content calendars & brand voice
- Reels, Shorts & short-form video
- Meta Ads: campaigns, audiences & pixel
- Influencer & community marketing
- Social analytics & reporting

MODULE 06

20 Hrs

Email Marketing

- List building & lead magnets
- Campaign design in Mailchimp
- Automation & drip sequences
- Segmentation & personalisation
- A/B testing & deliverability

MODULE 07

30 Hrs

Content Marketing

- Content strategy & audience personas
- Storytelling & copywriting frameworks
- Blogging & SEO content creation
- Distribution & content repurposing
- Tools: Canva, Copy.ai, Grammarly

MODULE 08

30 Hrs

Web Analytics

- Google Analytics 4 setup & events
- Google Tag Manager & UTM tracking
- Conversion & e-commerce tracking
- Reports, explorations & attribution
- Looker Studio dashboards

MODULE 09**30 Hrs****E-Commerce Marketing**

- Shopify & WooCommerce store setup
- Product listing & catalogue optimisation
- Google Merchant Center & Shopping feeds
- Marketplace marketing (Amazon, Flipkart)
- Cart recovery & retention

MODULE 10**15 Hrs****Affiliate Marketing**

- Affiliate models & networks
- Niche selection & partner programmes
- Tracking links & commission structures
- Content-led affiliate websites
- Disclosures & compliance

MODULE 11**15 Hrs****Online Reputation Management (ORM)**

- Brand monitoring & alerts
- Review management on Google & social
- Google Business Profile optimisation
- Crisis response playbooks
- Reputation reporting

MODULE 12**15 Hrs****Adobe Photoshop**

- Interface, layers & masks
- Social media creatives & banners
- Photo retouching & colour correction
- Typography & ad layouts
- Export settings for web & print

MODULE 13**15 Hrs****Figma**

- Frames, components & auto-layout
- Ad creatives & carousel design
- Landing page wireframes & mockups
- Prototyping & developer handoff
- Team collaboration

MODULE 14**20 Hrs****Marketing Automation & CRM**

- CRM concepts & lead lifecycle
- HubSpot / Zoho CRM setup
- Workflows & lead scoring
- Email & WhatsApp automation
- Sales-marketing alignment

MODULE 15**15 Hrs****Freelancing & Digital Marketing Tools**

- Upwork, Fiverr & LinkedIn profiles
- Pricing, proposals & contracts
- Client onboarding & reporting
- Productivity & project tools
- Building a portfolio website

MODULE 16**10 Hrs****Digital Marketing Strategy & Planning**

- Market & competitor research
- Channel mix & budget allocation
- Campaign planning & KPIs
- Media plans & forecasting
- Presenting a strategy to stakeholders

MODULE 17**45 Hrs****Capstone Project & Internship**

- Live brief from a real business
- End-to-end campaign execution
- Weekly mentor reviews
- Results report & presentation
- Internship certificate on completion

MODULE 18**10 Hrs****Certification Preparation**

- Google Ads certifications
- Google Analytics (GA4) certification
- Meta Blueprint preparation
- HubSpot marketing certifications
- Mock tests & review

Tools, Projects & Assessment

Tools & Technologies You'll Use

Google Ads

Google Analytics 4

Google Tag Manager

Search Console

Meta Ads Manager

WordPress

SEMrush / Ahrefs

Canva

Mailchimp

HubSpot / Zoho CRM

Looker Studio

Photoshop / Figma

Shopify / WooCommerce

Google Merchant Center

Upwork / Fiverr

Projects You'll Build

1 WordPress business website with landing pages

2 Full SEO audit and 3-month SEO plan

3 Google Ads search + display campaign

4 Social media campaign with Meta Ads

5 Capstone campaign during internship

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Where Advanced Certificate Course in Digital Marketing Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

■ Roles You'll Be Ready For

1

Digital Marketing Executive

Runs day-to-day campaigns across SEO, social, ads and email.

2

SEO Specialist

Grows organic traffic through on-page, technical and off-page SEO.

3

PPC / Performance Marketer

Plans and optimises Google & Meta ad campaigns for ROI.

4

Social Media Manager

Owns brand presence, content calendars and community.

5

Content & Email Marketer

Creates content and lifecycle email campaigns that convert.

6

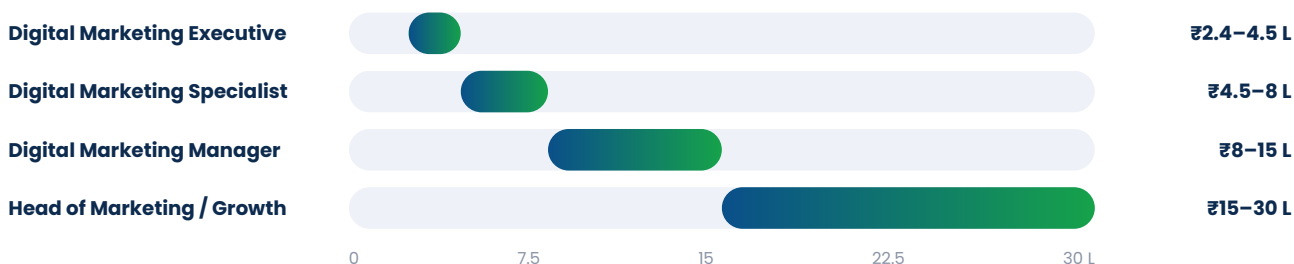
Freelance Digital Marketer

Serves clients independently across channels.

■ Your Growth Ladder

STAGE 01 0–2 YRS	Digital Marketing Executive Execute campaigns, reports and content under guidance.	₹2.4 – 4.5 LPA
STAGE 02 2–5 YRS	Digital Marketing Specialist Own a channel end-to-end and manage budgets.	₹4.5 – 8 LPA
STAGE 03 5–8 YRS	Digital Marketing Manager Lead strategy, teams and multi-channel budgets.	₹8 – 15 LPA
STAGE 04 8+ YRS	Head of Marketing / Growth Own brand growth, revenue targets and teams.	₹15 – 30 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ AI tools for content, ads and analytics
- ✓ Marketing automation & CRM (HubSpot)
- ✓ Data analysis with GA4 & Looker Studio
- ✓ Conversion rate optimisation (CRO)
- ✓ Video & short-form content production

■ Certifications to Target

- ✓ Google Ads Search & Display
- ✓ Google Analytics (GA4)
- ✓ Meta Certified Media Buying Professional
- ✓ HubSpot Inbound / Content Marketing

■ Upgrade Path at IPCS Global

1 AI+ Digital Marketing (AI specialisation)

2 Google Ads, GA4, Meta Blueprint & HubSpot certifications

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a Digital Marketing Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

Professional Diploma in Digital Marketing

A focused 3-month programme that takes you from zero to job-ready across every core digital marketing skill.

3 Months

253 Hours

14 Modules

5 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

A structured 14-module diploma covering the full digital marketing toolkit — SEO, Google Ads, social media, email, content, analytics, affiliate, ORM, e-commerce, automation and design — ending with a capstone project and portfolio you can show employers or clients.

DURATION**3 Months****TRAINING HOURS****253 Hours****MODULES****14 Structured Modules****MODE****Classroom / Online / Hybrid****BATCHES****Weekday · Weekend · Fast-track****CERTIFICATION****IPCS + Google / Meta / HubSpot prep**

Who Should Join

- ✓ Students & fresh graduates
- ✓ Working professionals upskilling
- ✓ Business owners
- ✓ Freelancers & career switchers

Eligibility: Any 12th pass, diploma or degree. No prior experience needed.

What You'll Be Able To Do

- ✓ Build a WordPress website and landing pages
- ✓ Execute on-page, off-page and technical SEO
- ✓ Run Google Ads and Meta Ads campaigns
- ✓ Measure performance in GA4 and Tag Manager
- ✓ Create marketing creatives in Photoshop & Figma
- ✓ Graduate with a portfolio-ready capstone

The Full Syllabus

14 modules, 253 hours, delivered in three phases that each build on the last.

01 · FOUNDATION

Modules 1–3 · 65 Hours

The digital landscape, website planning and SEO — the skill every other module builds on.

02 · EXECUTION

Modules 4–11 · 145 Hours

Google Ads, social, email, content, analytics, affiliate, ORM and e-commerce.

03 · LAUNCH

Modules 12–14 · 43 Hours

Automation & CRM, Photoshop & Figma, and a capstone portfolio project.

01	Introduction to Digital Marketing	10 Hrs
02	Website Planning & Creation	15 Hrs
03	SEO	40 Hrs
04	SEM – Google Ads	30 Hrs
05	Social Media Marketing	30 Hrs
06	Email Marketing	15 Hrs
07	Content Marketing	20 Hrs
08	Web Analytics	20 Hrs
09	Affiliate Marketing	10 Hrs
10	Online Reputation Management (ORM)	10 Hrs
11	E-Commerce Marketing	10 Hrs
12	Marketing Automation & CRM	8 Hrs
13	Design Tools: Photoshop & Figma	15 Hrs
14	Capstone Project & Portfolio	20 Hrs

Total Training Duration

253 Hours

Module-by-Module Topics

MODULE 01**10 Hrs****Introduction to Digital Marketing**

- Digital vs traditional marketing
- Marketing funnel & customer journey
- Channels: search, social, email, content, paid
- Core metrics: ROI, CPL, CAC, ROAS
- Career paths in digital marketing

MODULE 02**15 Hrs****Website Planning & Creation**

- Domain, hosting & DNS basics
- WordPress installation, themes & plugins
- Page structure, navigation & design principles
- Landing page & thank-you page creation
- Speed, mobile-friendliness & security basics

MODULE 03**40 Hrs****SEO**

- How search engines crawl, index & rank
- Keyword research & search intent
- On-page SEO: titles, meta, headings, content
- Technical SEO: speed, schema, Core Web Vitals
- Off-page SEO & ethical link building
- Local SEO & Google Business Profile
- Google Search Console, Ahrefs & SEMrush

MODULE 04**30 Hrs****SEM – Google Ads**

- Google Ads account & campaign structure
- Search, Display, Video & Shopping campaigns
- Keyword match types & negative keywords
- Ad copy, assets & Quality Score
- Bidding strategies & budget control
- Conversion tracking & optimisation

MODULE 05**30 Hrs****Social Media Marketing**

- Platform strategy: Instagram, Facebook, LinkedIn, YouTube, X
- Content calendars & brand voice
- Reels, Shorts & short-form video
- Meta Ads: campaigns, audiences & pixel
- Influencer & community marketing
- Social analytics & reporting

MODULE 06**15 Hrs****Email Marketing**

- List building & lead magnets
- Campaign design in Mailchimp
- Automation & drip sequences
- Segmentation & personalisation
- A/B testing & deliverability

MODULE 07**20 Hrs****Content Marketing**

- Content strategy & audience personas
- Storytelling & copywriting frameworks
- Blogging & SEO content creation
- Distribution & content repurposing
- Tools: Canva, Copy.ai, Grammarly

MODULE 08**20 Hrs****Web Analytics**

- Google Analytics 4 setup & events
- Google Tag Manager & UTM tracking
- Conversion & e-commerce tracking
- Reports, explorations & attribution
- Looker Studio dashboards

MODULE 09**10 Hrs****Affiliate Marketing**

- Affiliate models & networks
- Niche selection & partner programmes
- Tracking links & commission structures
- Content-led affiliate websites
- Disclosures & compliance

MODULE 10**10 Hrs****Online Reputation Management (ORM)**

- Brand monitoring & alerts
- Review management on Google & social
- Google Business Profile optimisation
- Crisis response playbooks
- Reputation reporting

MODULE 11

10 Hrs

E-Commerce Marketing

- Shopify & WooCommerce store setup
- Product listing & catalogue optimisation
- Google Merchant Center & Shopping feeds
- Marketplace marketing (Amazon, Flipkart)
- Cart recovery & retention

MODULE 12

8 Hrs

Marketing Automation & CRM

- CRM concepts & lead lifecycle
- HubSpot / Zoho CRM setup
- Workflows & lead scoring
- Email & WhatsApp automation
- Sales-marketing alignment

MODULE 13

15 Hrs

Design Tools: Photoshop & Figma

- Photoshop: layers, masks & retouching
- Social creatives & ad banners
- Figma: frames, components & auto-layout
- Landing page mockups in Figma
- Exporting for web & ads

MODULE 14

20 Hrs

Capstone Project & Portfolio

- Plan a campaign from a real brief
- Execute across SEO, social, ads & email
- Measure results in GA4
- Package a portfolio & present

Professional Diploma in Digital Marketing · Part A**Tools, Projects & Assessment****Tools & Technologies You'll Use**

Google Ads

Google Analytics 4

Google Tag Manager

Search Console

Meta Ads Manager

WordPress

SEMrush / Ahrefs

Canva

Mailchimp

HubSpot / Zoho CRM

Looker Studio

Photoshop / Figma

Shopify / WooCommerce

Projects You'll Build**1** WordPress website for a sample business**2** Keyword research & on-page SEO optimisation**3** Google Ads search campaign setup**4** Social media content calendar & ad plan**5** Capstone portfolio campaign

■ How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

PART B • CAREER GROWTH

Where Professional Diploma in Digital Marketing Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

■ Roles You'll Be Ready For

1

Digital Marketing Executive

Runs day-to-day campaigns across SEO, social, ads and email.

2

SEO Specialist

Grows organic traffic through on-page, technical and off-page SEO.

3

PPC / Performance Marketer

Plans and optimises Google & Meta ad campaigns for ROI.

4

Social Media Manager

Owns brand presence, content calendars and community.

5

Content & Email Marketer

Creates content and lifecycle email campaigns that convert.

6

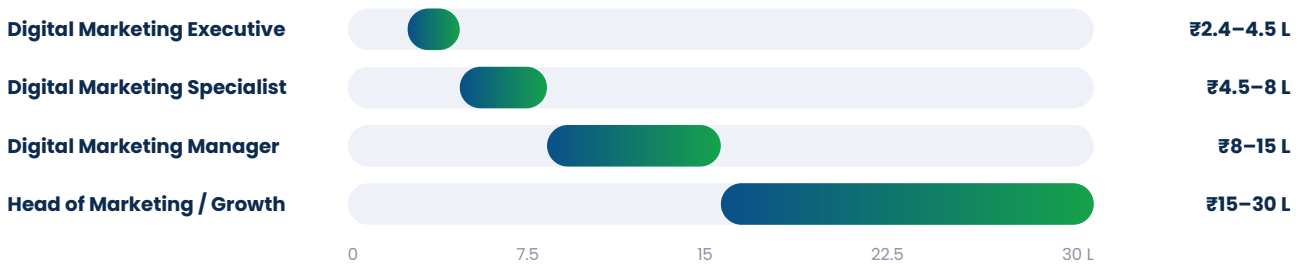
Freelance Digital Marketer

Serves clients independently across channels.

■ Your Growth Ladder

STAGE 01 0–2 YRS	Digital Marketing Executive Execute campaigns, reports and content under guidance.	₹2.4 – 4.5 LPA
STAGE 02 2–5 YRS	Digital Marketing Specialist Own a channel end-to-end and manage budgets.	₹4.5 – 8 LPA
STAGE 03 5–8 YRS	Digital Marketing Manager Lead strategy, teams and multi-channel budgets.	₹8 – 15 LPA
STAGE 04 8+ YRS	Head of Marketing / Growth Own brand growth, revenue targets and teams.	₹15 – 30 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ AI tools for content, ads and analytics
- ✓ Marketing automation & CRM (HubSpot)
- ✓ Data analysis with GA4 & Looker Studio
- ✓ Conversion rate optimisation (CRO)
- ✓ Video & short-form content production

■ Certifications to Target

- ✓ Google Ads Search & Display
- ✓ Google Analytics (GA4)
- ✓ Meta Certified Media Buying Professional
- ✓ HubSpot Inbound / Content Marketing

■ Upgrade Path at IPCS Global

1 AI+ Digital Marketing (6 months) for AI specialisation

2 Google Ads & GA4 certifications

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a Digital Marketing Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

Certificate Course in Digital Marketing

A fast, practical introduction to every major digital marketing channel.

2 Months

120 Hours

11 Modules

4 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

An 11-module certificate that gives you working knowledge of SEO, Google Ads, social media, email, content, analytics and e-commerce, plus basic design skills — ideal as a first step into marketing or as an add-on skill for business owners and students.

DURATION

2 Months

TRAINING HOURS

120 Hours

MODULES

11 Structured Modules

MODE

Classroom / Online / Hybrid

BATCHES

Weekday · Weekend · Fast-track

CERTIFICATION

IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ College students adding a practical skill
- ✓ Small business owners
- ✓ Professionals exploring a career switch
- ✓ Aspiring freelancers

Eligibility: Any 12th pass or above. No prior experience needed.

What You'll Be Able To Do

- ✓ Understand how every major channel works
- ✓ Set up a basic WordPress site
- ✓ Do keyword research and on-page SEO
- ✓ Launch a basic Google Ads and social campaign
- ✓ Read GA4 reports
- ✓ Complete a mini project

The Full Syllabus

11 modules, 120 hours.

01	Introduction to Digital Marketing	5 Hrs
02	Website Planning & Creation	10 Hrs
03	Search Engine Optimization (SEO)	20 Hrs
04	Search Engine Marketing (Google Ads)	15 Hrs
05	Social Media Marketing (SMM)	20 Hrs
06	Email Marketing	8 Hrs
07	Content Marketing	10 Hrs
08	Web Analytics	10 Hrs
09	Affiliate & E-commerce Marketing	10 Hrs
10	Photoshop or Figma	7 Hrs
11	Mini Project & Assessment	5 Hrs

Total Training Duration

120 Hours

Module-by-Module Topics

MODULE 01

5 Hrs

Introduction to Digital Marketing

- Digital vs traditional marketing
- Marketing funnel & customer journey
- Channels: search, social, email, content, paid
- Core metrics: ROI, CPL, CAC, ROAS
- Career paths in digital marketing

MODULE 02

10 Hrs

Website Planning & Creation

- Domain, hosting & DNS basics
- WordPress installation, themes & plugins
- Page structure, navigation & design principles
- Landing page & thank-you page creation
- Speed, mobile-friendliness & security basics

MODULE 03**20 Hrs****Search Engine Optimization (SEO)**

- How search engines crawl, index & rank
- Keyword research & search intent
- On-page SEO: titles, meta, headings, content
- Technical SEO: speed, schema, Core Web Vitals
- Off-page SEO & ethical link building

MODULE 04**15 Hrs****Search Engine Marketing (Google Ads)**

- Google Ads account & campaign structure
- Search, Display, Video & Shopping campaigns
- Keyword match types & negative keywords
- Ad copy, assets & Quality Score
- Bidding strategies & budget control

MODULE 05**20 Hrs****Social Media Marketing (SMM)**

- Platform strategy: Instagram, Facebook, LinkedIn, YouTube, X
- Content calendars & brand voice
- Reels, Shorts & short-form video
- Meta Ads: campaigns, audiences & pixel
- Influencer & community marketing

MODULE 06**8 Hrs****Email Marketing**

- List building & lead magnets
- Campaign design in Mailchimp
- Automation & drip sequences
- Segmentation & personalisation

MODULE 07**10 Hrs****Content Marketing**

- Content strategy & audience personas
- Storytelling & copywriting frameworks
- Blogging & SEO content creation
- Distribution & content repurposing

MODULE 08**10 Hrs****Web Analytics**

- Google Analytics 4 setup & events
- Google Tag Manager & UTM tracking
- Conversion & e-commerce tracking
- Reports, explorations & attribution

MODULE 09**10 Hrs****Affiliate & E-commerce Marketing**

- Affiliate models, networks & tracking
- Shopify / WooCommerce store basics
- Product listings & Shopping feeds
- Marketplace selling basics

MODULE 10**7 Hrs****Photoshop or Figma**

- Tool basics (Photoshop or Figma)
- Social media creatives
- Ad banners & simple layouts
- Exporting for web

MODULE 11**5 Hrs****Mini Project & Assessment**

- Mini campaign on a chosen channel
- Tracking & reporting
- Final assessment

Tools, Projects & Assessment

Tools & Technologies You'll Use

Google Ads

Google Analytics 4

Search Console

Meta Ads Manager

WordPress

Canva

Mailchimp

Photoshop / Figma

Projects You'll Build

1 Personal or business WordPress page

2 Keyword & on-page SEO exercise

3 Sample Google Ads campaign

4 Mini multi-channel campaign

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Where Certificate Course in Digital Marketing Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

■ Roles You'll Be Ready For

1

Digital Marketing Executive

Runs day-to-day campaigns across SEO, social, ads and email.

2

SEO Specialist

Grows organic traffic through on-page, technical and off-page SEO.

3

PPC / Performance Marketer

Plans and optimises Google & Meta ad campaigns for ROI.

4

Social Media Manager

Owns brand presence, content calendars and community.

5

Content & Email Marketer

Creates content and lifecycle email campaigns that convert.

6

Freelance Digital Marketer

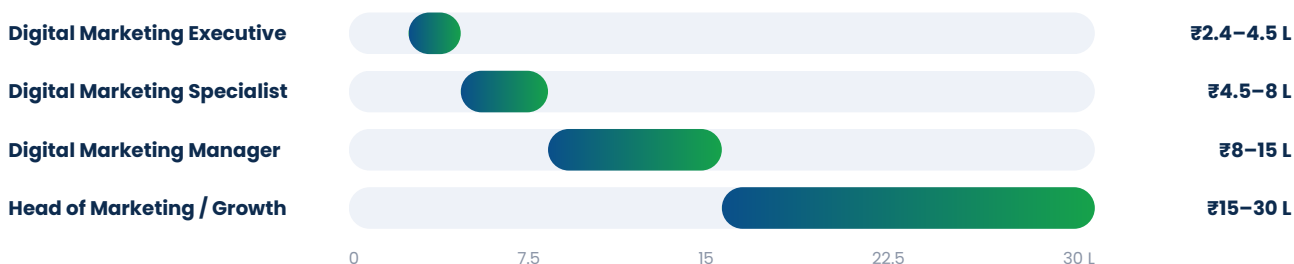
Serves clients independently across channels.

Good to know: this course prepares you for entry-level roles. To move up faster, continue with **Professional Diploma in Digital Marketing (3 months)**.

■ Your Growth Ladder

STAGE 01 0–2 YRS	Digital Marketing Executive Execute campaigns, reports and content under guidance.	₹2.4 – 4.5 LPA
STAGE 02 2–5 YRS	Digital Marketing Specialist Own a channel end-to-end and manage budgets.	₹4.5 – 8 LPA
STAGE 03 5–8 YRS	Digital Marketing Manager Lead strategy, teams and multi-channel budgets.	₹8 – 15 LPA
STAGE 04 8+ YRS	Head of Marketing / Growth Own brand growth, revenue targets and teams.	₹15 – 30 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ AI tools for content, ads and analytics
- ✓ Marketing automation & CRM (HubSpot)
- ✓ Data analysis with GA4 & Looker Studio
- ✓ Conversion rate optimisation (CRO)
- ✓ Video & short-form content production

■ Certifications to Target

- ✓ Google Ads Search & Display
- ✓ Google Analytics (GA4)
- ✓ Meta Certified Media Buying Professional
- ✓ HubSpot Inbound / Content Marketing

■ Upgrade Path at IPCS Global

1 Professional Diploma in Digital Marketing (3 months)

2 AI+ Digital Marketing (6 months)

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a Digital Marketing Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

Advanced Certificate Course in Online Entrepreneurship (ACCOE)

Build, grow and monetise your own online business — from first funnel to real launch.

150 Hours

150 Hours

8 Modules

4 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

ACCOE is built for people who want to earn online rather than only get hired. You learn inbound marketing, content and SEO engines, personal-brand monetisation, paid traffic, funnels and automation, and multiple income streams — then launch a real business as your capstone.

DURATION
150 Hours

TRAINING HOURS
150 Hours

MODULES
8 Structured Modules

MODE
Classroom / Online / Hybrid

BATCHES
Weekday · Weekend · Fast-track

CERTIFICATION
IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Aspiring entrepreneurs & solopreneurs
- ✓ Content creators & coaches
- ✓ Small business owners going online
- ✓ Freelancers building their own brand

Eligibility: Any 12th pass or above. Basic computer and internet skills.

What You'll Be Able To Do

- ✓ Validate an online business idea
- ✓ Build an SEO and content engine for organic growth
- ✓ Monetise a personal brand on social platforms
- ✓ Drive paid traffic profitably
- ✓ Set up funnels, email and automation
- ✓ Launch a real business during the course

The Full Syllabus

8 modules, 150 hours.

01	Digital Entrepreneurship & Inbound Foundation	15 Hrs
02	SEO & Content Engine for Long-Term Growth	25 Hrs
03	Social Media & Personal Brand Monetisation	25 Hrs
04	Performance Marketing & Paid Traffic	25 Hrs
05	Funnel Building, Email & Automation	20 Hrs
06	Affiliate, AdSense & Multiple Income Streams	15 Hrs
07	AI Tools, Automation & Business Scaling	10 Hrs
08	Capstone – Real Business Launch	15 Hrs

Total Training Duration

150 Hours

Module-by-Module Topics

MODULE 01

15 Hrs

Digital Entrepreneurship & Inbound Foundation

- Online business models
- Inbound marketing methodology
- Niche & audience validation
- Offer creation & pricing

MODULE 02

25 Hrs

SEO & Content Engine for Long-Term Growth

- Keyword & topic research
- Blogging & YouTube SEO
- Content calendars
- Evergreen traffic systems

MODULE 03

25 Hrs

Social Media & Personal Brand Monetisation

- Personal brand positioning
- Instagram, YouTube & LinkedIn growth
- Creator monetisation options
- Community building

MODULE 04

25 Hrs

Performance Marketing & Paid Traffic

- Meta Ads & Google Ads for founders
- Audience targeting & retargeting
- Budgets, CPL & ROAS
- Scaling winning ads

MODULE 05

20 Hrs

Funnel Building, Email & Automation

- Lead magnets & landing pages
- Sales funnels & checkout
- Email sequences
- Automation tools

MODULE 06

15 Hrs

Affiliate, AdSense & Multiple Income Streams

- Affiliate marketing
- Google AdSense & YouTube monetisation
- Digital products & courses
- Services & consulting income

MODULE 07

10 Hrs

AI Tools, Automation & Business Scaling

- AI for content & ads
- Workflow automation
- Delegation & outsourcing
- Scaling systems

MODULE 08

15 Hrs

Capstone – Real Business Launch

- Business plan & offer
- Build funnel & content
- Launch & first sales
- Review & scale plan

Online Entrepreneurship (ACCOE) · Part A**Tools, Projects & Assessment****Tools & Technologies You'll Use**

WordPress

Canva

Meta Ads Manager

Google Ads

Mailchimp / funnel builders

Google AdSense

ChatGPT / Claude

Zapier / Make

Projects You'll Build

1

Niche validation report

2

Personal brand content system

3

Lead-generation funnel with email sequence

4

Real online business launch

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

PART B • CAREER GROWTH

Where Online Entrepreneurship (ACCOE) Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

Roles You'll Be Ready For

1

Online Business Owner

Runs a product, service or content business online.

2

Content Creator / Influencer

Monetises an audience on YouTube or Instagram.

3

Affiliate Marketer

Earns commissions by promoting products.

4

Digital Consultant / Coach

Sells expertise through courses and services.

5

Funnel & Automation Specialist

Builds sales funnels for other businesses.

6

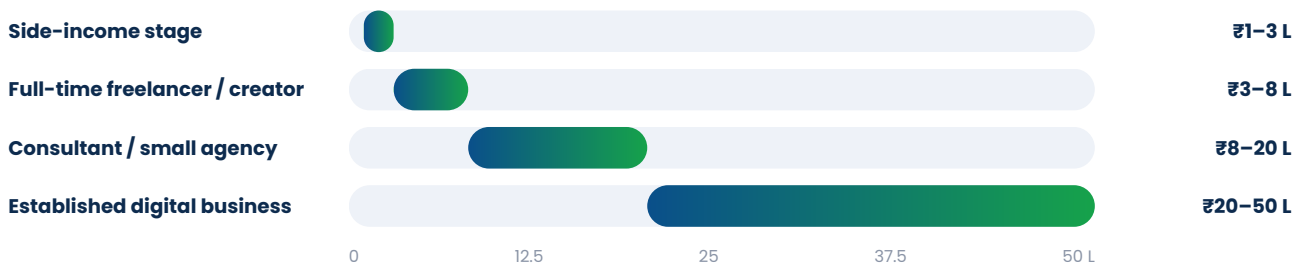
Agency Founder

Builds a team serving multiple clients.

■ Your Growth Ladder

STAGE 01 0-1 YR	Side-income stage Validate an offer and earn first income online.	₹1 – 3 LPA
STAGE 02 1-3 YRS	Full-time freelancer / creator Replace a salary with consistent online income.	₹3 – 8 LPA
STAGE 03 3-5 YRS	Consultant / small agency Scale with systems, team and recurring clients.	₹8 – 20 LPA
STAGE 04 5+ YRS	Established digital business Multiple income streams and a scalable brand.	₹20 – 50 LPA

■ Annual Earnings Range — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Online earnings vary widely and are not guaranteed. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ Sales & offer design
- ✓ Paid ads for founders
- ✓ Email list building
- ✓ Video content
- ✓ Business finance & GST basics

■ Certifications to Target

- ✓ Google Ads
- ✓ Meta Blueprint
- ✓ HubSpot Inbound
- ✓ YouTube Creator Academy

■ Upgrade Path at IPCS Global

1 AI+ Digital Marketing (6 months)

2 Professional Diploma in Digital Marketing

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a Side-income stage or win your first paying clients.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

PROGRAMME 06 OF 08 · SHORT COURSE

SEO Certification Course

A focused, hands-on certification in search engine optimisation.

30 Hours

30 Hours

11 Modules

2 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

A short specialisation for anyone who wants to rank websites on Google. Covers WordPress, content planning, on-page and off-page SEO, Google Business Profile, analytics, Tag Manager and CRM connection.

DURATION

30 Hours

TRAINING HOURS

30 Hours

MODULES

11 Structured Modules

MODE

Classroom / Online / Hybrid

BATCHES

Weekday · Weekend · Fast-track

CERTIFICATION

IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Students & beginners
- ✓ Business owners managing their own website
- ✓ Content writers & web developers
- ✓ Marketers specialising in search

What You'll Be Able To Do

- ✓ Optimise pages for target keywords
- ✓ Set up and rank a Google Business Profile
- ✓ Build quality backlinks ethically
- ✓ Measure SEO results in GA4 and GTM

Eligibility: Basic computer and internet skills.

The Full Syllabus

11 modules, 30 hours.

01	Overview of SEO Basics	1 Hrs
02	WordPress Web Development	3 Hrs
03	Long-Term Content Planning – Content Writing	3 Hrs
04	On-Page SEO	4 Hrs
05	Google Business Profile (GMB) – Google Maps	3 Hrs
06	Off-Page SEO	4 Hrs
07	Measuring SEO Effectiveness	3 Hrs
08	Google Analytics	2 Hrs
09	Google Tag Manager	2 Hrs
10	OTT Optimisation	4 Hrs
11	CRM Website Connection – HubSpot	1 Hrs

Total Training Duration

30 Hours

Module-by-Module Topics

MODULE 01 Overview of SEO Basics • How search engines work • Ranking factors	MODULE 02 WordPress Web Development • Site setup • SEO plugins
MODULE 03 Long-Term Content Planning – Content Writing • Topic research • SEO writing	MODULE 04 On-Page SEO • Titles, meta & headings • Internal linking • Schema basics

MODULE 05

3 Hrs

Google Business Profile (GMB) – Google Maps

- Profile setup & optimisation
- Local ranking

MODULE 06

4 Hrs

Off-Page SEO

- Link building
- Citations & outreach

MODULE 07

3 Hrs

Measuring SEO Effectiveness

- KPIs
- Search Console reports

MODULE 08

2 Hrs

Google Analytics

- GA4 basics

MODULE 09

2 Hrs

Google Tag Manager

- Tags & triggers

MODULE 10

4 Hrs

OTT Optimisation

- Optimising for video & OTT platforms

MODULE 11

1 Hrs

CRM Website Connection – HubSpot

- Connecting forms to HubSpot

SEO Certification Course · Part A**Tools, Projects & Assessment****Tools & Technologies You'll Use**

WordPress

Google Search Console

Google Analytics 4

Google Tag Manager

Google Business Profile

HubSpot

Projects You'll Build**1** On-page SEO for a live page**2** Google Business Profile optimisation

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

PART B · CAREER GROWTH

Where SEO Certification Course Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

Roles You'll Be Ready For

1

SEO Executive

On-page optimisation, keyword research and reporting.

2

Local SEO Specialist

Grows Google Maps and local search visibility.

3

Content SEO Writer

Writes content that ranks and converts.

4

Technical SEO Analyst

Audits site health, speed and structured data.

5

Off-Page / Outreach Executive

Builds quality backlinks and citations.

6

Freelance SEO Consultant

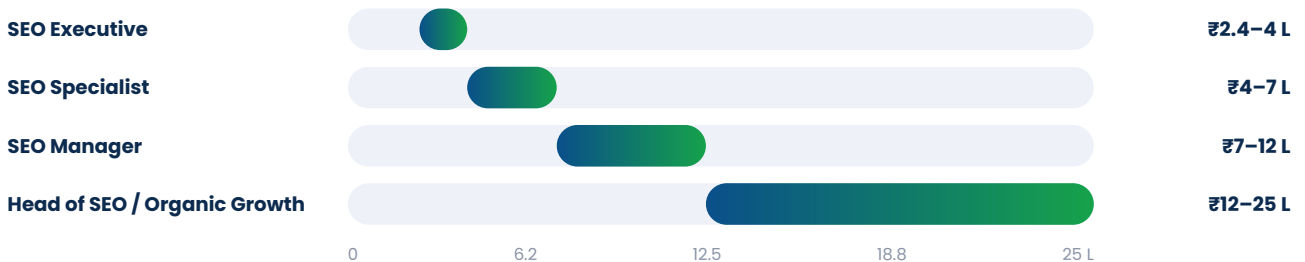
Delivers SEO for small businesses.

Good to know: SEO Certification Course is a focused short course and a strong starting point for these roles; most learners reach them fastest by continuing with **Professional Diploma in Digital Marketing**.

■ Your Growth Ladder

STAGE 01 0–2 YRS	SEO Executive Execute on-page, off-page and reporting tasks.	₹2.4 – 4 LPA
STAGE 02 2–5 YRS	SEO Specialist Own SEO for sites and clients.	₹4 – 7 LPA
STAGE 03 5–8 YRS	SEO Manager Lead SEO strategy and teams.	₹7 – 12 LPA
STAGE 04 8+ YRS	Head of SEO / Organic Growth Own organic growth for brands or agency portfolios.	₹12 – 25 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ Technical SEO & Core Web Vitals
- ✓ AI search / answer engine optimisation
- ✓ Content strategy
- ✓ GA4 & Looker Studio
- ✓ Basic HTML & WordPress development

■ Certifications to Target

- ✓ Google Analytics (GA4)
- ✓ SEMrush SEO Toolkit
- ✓ HubSpot SEO
- ✓ Google Search Console training

■ Upgrade Path at IPCS Global

1 Professional Diploma in Digital Marketing

2 AI+ Digital Marketing

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a SEO Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

PROGRAMME 07 OF 08 · SHORT COURSE

SEM Certification Course

Learn to plan, launch and optimise profitable paid search campaigns.

30 Hours

30 Hours

6 Modules

2 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

A short specialisation in pay-per-click advertising. You set up Google Ads campaigns end-to-end, explore Microsoft (Bing) Ads and audio ads, and build landing and thank-you pages that convert.

DURATION
30 Hours

TRAINING HOURS
30 Hours

MODULES
6 Structured Modules

MODE
Classroom / Online / Hybrid

BATCHES
Weekday · Weekend · Fast-track

CERTIFICATION
IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Marketers moving into performance marketing
- ✓ Business owners running their own ads
- ✓ Students & beginners
- ✓ Freelancers

What You'll Be Able To Do

- ✓ Structure Google Ads accounts and campaigns
- ✓ Write ads that improve Quality Score
- ✓ Build conversion-focused landing pages
- ✓ Track and optimise cost per lead

Eligibility: Basic computer and internet skills.

The Full Syllabus

6 modules, 30 hours.

01	Introduction to PPC Marketing	3 Hrs
02	Google Ads Overview	9 Hrs
03	Setting Up a Profitable Google Ads Campaign	9 Hrs
04	Introduction to Microsoft (Bing) Ads	2 Hrs
05	Advertising on Gaana & Spotify	1 Hrs
06	Landing Page & Thank-You Page Creation	6 Hrs

Total Training Duration

30 Hours

Module-by-Module Topics

MODULE 01

3 Hrs

Introduction to PPC Marketing

- PPC models
- Auction & Quality Score

MODULE 02

9 Hrs

Google Ads Overview

- Account structure
- Campaign types
- Keyword match types

MODULE 03

9 Hrs

Setting Up a Profitable Google Ads Campaign

- Budgets & bidding
- Ad copy & assets
- Conversion tracking

MODULE 04

2 Hrs

Introduction to Microsoft (Bing) Ads

- Importing & managing campaigns

MODULE 05

1 Hrs

Advertising on Gaana & Spotify

- Audio ad formats

MODULE 06

6 Hrs

Landing Page & Thank-You Page Creation

- Landing page design
- Thank-you page & tracking

Tools, Projects & Assessment

Tools & Technologies You'll Use

Google Ads

Microsoft Advertising

Google Tag Manager

WordPress

Projects You'll Build

1 Live Google Ads search campaign

2 Landing page with conversion tracking

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Where SEM Certification Course Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

■ Roles You'll Be Ready For

1

PPC Executive

Sets up and manages Google Ads campaigns.

2

Google Ads Specialist

Optimises bids, keywords and ad copy.

3

Performance Marketing Analyst

Tracks and improves CPL and ROAS.

4

Paid Media Executive

Manages multi-platform ad spend.

5

Landing Page Optimiser

Improves conversion rates of ad traffic.

6

Freelance Ads Manager

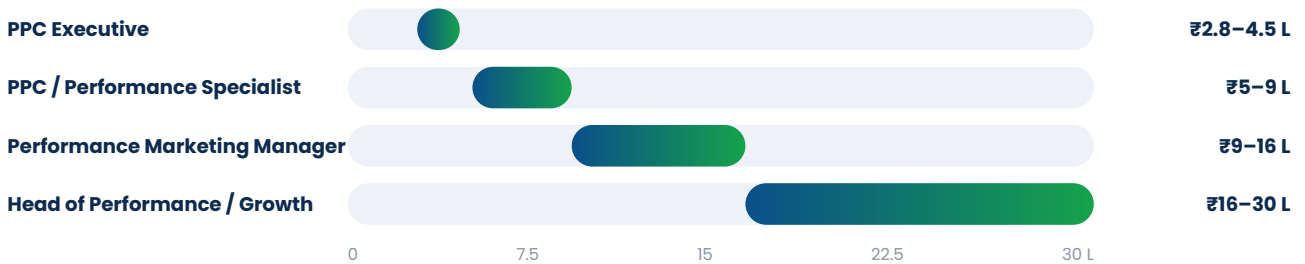
Runs campaigns for multiple clients.

Good to know: SEM Certification Course is a focused short course and a strong starting point for these roles; most learners reach them fastest by continuing with **Professional Diploma in Digital Marketing**.

■ Your Growth Ladder

STAGE 01 0–2 YRS	PPC Executive Build and manage campaigns under guidance.	₹2.8 – 4.5 LPA
STAGE 02 2–5 YRS	PPC / Performance Specialist Own budgets and optimise for ROAS.	₹5 – 9 LPA
STAGE 03 5–8 YRS	Performance Marketing Manager Lead paid media strategy across platforms.	₹9 – 16 LPA
STAGE 04 8+ YRS	Head of Performance / Growth Own acquisition budgets and revenue targets.	₹16 – 30 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ Meta Ads & YouTube Ads
- ✓ Conversion tracking & GTM
- ✓ Performance Max & Smart Bidding
- ✓ Data analysis & reporting
- ✓ CRO & landing page testing

■ Certifications to Target

- ✓ Google Ads Search
- ✓ Google Ads Display & Video
- ✓ Google Shopping Ads
- ✓ Meta Certified Media Buying Professional

■ Upgrade Path at IPCS Global

1 Professional Diploma in Digital Marketing

2 AI+ Digital Marketing

■ Your First 12 Months After the Course

1

Month 0–1 • Get Visible

Polish your resume and portfolio; apply through the IPCS placement cell's drives.

2

Month 1–3 • First Role

Join as a PPC Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

PROGRAMME 08 OF 08 · SHORT COURSE

SMM Certification Course

Grow brands on every major social platform — organically and with ads.

30 Hours

30 Hours

12 Modules

2 Projects

Classroom / Online / Hybrid

Part A · Course Details

Program Overview

A short specialisation in social media marketing covering creative design, Facebook and Instagram marketing, LinkedIn, X, Pinterest, Quora, YouTube vlogging, video editing and social ROI.

DURATION
30 Hours

TRAINING HOURS
30 Hours

MODULES
12 Structured Modules

MODE
Classroom / Online / Hybrid

BATCHES
Weekday · Weekend · Fast-track

CERTIFICATION
IPCS + Google / Meta / HubSpot prep

Who Should Join

- ✓ Aspiring social media executives
- ✓ Content creators & influencers
- ✓ Business owners
- ✓ Students & beginners

What You'll Be Able To Do

- ✓ Design social media posters and short videos
- ✓ Run Facebook & Instagram campaigns
- ✓ Grow a YouTube channel
- ✓ Measure social ROI

Eligibility: Basic computer and smartphone skills.

The Full Syllabus

12 modules, 30 hours.

01	Introduction to Social Media Marketing	1 Hrs
02	Social Media Poster Creation	3 Hrs
03	Facebook Optimisation & Marketing	6 Hrs
04	Instagram Marketing	2 Hrs
05	Twitter (X) Marketing	1 Hrs
06	LinkedIn Marketing	2 Hrs
07	Pinterest Marketing	1 Hrs
08	Quora Marketing	2 Hrs
09	Snapchat & Truecaller Marketing Overview	1 Hrs
10	Video Editing Fundamentals & Promotion	5 Hrs
11	YouTube Marketing (Vlogging)	4 Hrs
12	Social Media ROI	2 Hrs

Total Training Duration

30 Hours

Module-by-Module Topics

MODULE 01 Introduction to Social Media Marketing • Platforms & strategy	MODULE 02 Social Media Poster Creation • Canva design • Brand consistency
MODULE 03 Facebook Optimisation & Marketing • Page setup • Meta Ads basics • Audiences	MODULE 04 Instagram Marketing • Reels & growth

MODULE 05

1 Hrs

Twitter (X) Marketing

- Engagement tactics

MODULE 06

2 Hrs

LinkedIn Marketing

- Company pages & B2B

MODULE 07

1 Hrs

Pinterest Marketing

- Pins & boards

MODULE 08

2 Hrs

Quora Marketing

- Answer marketing

MODULE 09

1 Hrs

Snapchat & Truecaller Marketing Overview

- Ad formats

MODULE 10

5 Hrs

Video Editing Fundamentals & Promotion

- Editing basics
- Short-form video

MODULE 11

4 Hrs

YouTube Marketing (Vlogging)

- Channel setup
- YouTube SEO

MODULE 12

2 Hrs

Social Media ROI

- Metrics & reporting

SMM Certification Course · Part A**Tools, Projects & Assessment****Tools & Technologies You'll Use**

Meta Business Suite

Meta Ads Manager

Canva

Video editing app

YouTube Studio

LinkedIn

Projects You'll Build

1

Brand social media kit

2

Short-form video campaign

How You'll Be Assessed

1

Module Assessments

Practical and theory checks at the end of each module.

2

Project Reviews

Trainer review of your mini projects and final project.

3

Certification

Issued on meeting assessment and attendance criteria.

Certification: IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

PART B · CAREER GROWTH

Where SMM Certification Course Can Take You

Job roles, a realistic growth ladder with salary ranges, and the skills to keep growing.

Roles You'll Be Ready For

1

Social Media Executive

Creates and schedules content across platforms.

2

Content Creator / Video Editor

Produces reels, shorts and creatives.

3

Community Manager

Engages audiences and manages responses.

4

Social Ads Executive

Runs Meta and LinkedIn ad campaigns.

5

Influencer Marketing Coordinator

Manages creator partnerships.

6

Freelance Social Media Manager

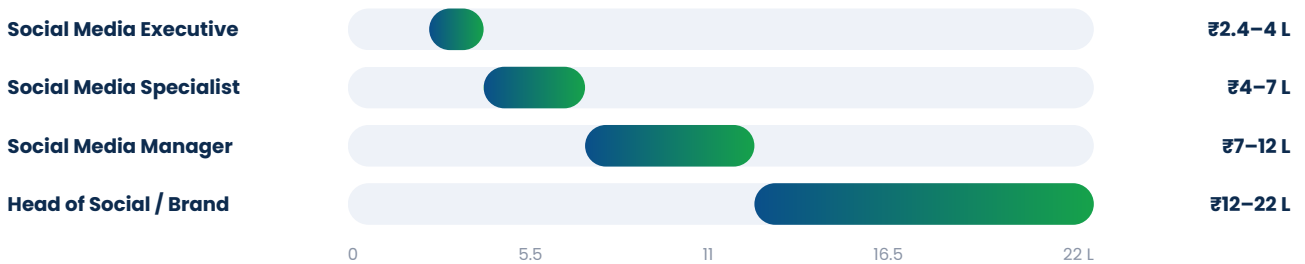
Manages accounts for small businesses.

Good to know: SMM Certification Course is a focused short course and a strong starting point for these roles; most learners reach them fastest by continuing with **Professional Diploma in Digital Marketing**.

■ Your Growth Ladder

STAGE 01 0–2 YRS	Social Media Executive Create, post and report on content.	₹2.4 – 4 LPA
STAGE 02 2–5 YRS	Social Media Specialist Own brand channels and paid social.	₹4 – 7 LPA
STAGE 03 5–8 YRS	Social Media Manager Lead strategy, teams and influencer programmes.	₹7 – 12 LPA
STAGE 04 8+ YRS	Head of Social / Brand Own brand voice and social growth.	₹12 – 22 LPA

■ Annual Salary Range (CTC) — ₹ Lakh per annum



Indicative ranges for India in 2026. Lower end: Tier-2 cities such as Coimbatore and smaller firms; upper end: metros and larger companies. Guidance only, not a salary guarantee.

■ Skills to Add Next

- ✓ Short-form video editing
- ✓ Meta Ads & paid social
- ✓ AI creative tools
- ✓ Social analytics
- ✓ Copywriting

■ Certifications to Target

- ✓ Meta Certified Digital Marketing Associate
- ✓ Meta Media Buying Professional
- ✓ HubSpot Social Media
- ✓ Hootsuite Social Marketing

■ Upgrade Path at IPCS Global

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2 AI+ Digital Marketing

■ Your First 12 Months After the Course

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Polish your resume and portfolio; apply through the IPCS placement cell's drives.

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Join as a Social Media Executive.

3

Month 3–6 • Get Certified

Earn one certification from the list above.

4

Month 6–12 • Specialise

Pick a specialisation and own a project, system or channel.

How We Train & Certify

Technical skill gets you noticed — presentation, confidence and communication get you hired. Career-readiness runs alongside the syllabus, not after it.

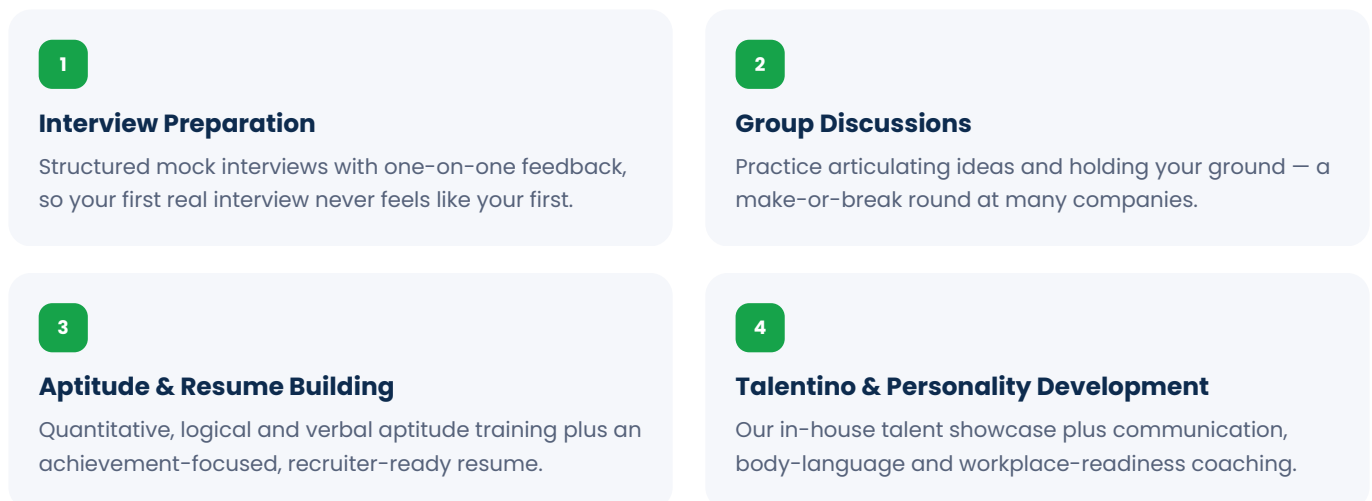
Our Learning Method



Your Certifications

- 1 IPCS Global Course Certificate**
 Issued on successful completion of assessments and the capstone project — verifiable and recognised by our hiring partners.
- 2 Global Platform Certifications**
 The course prepares you for Google Ads, Google Analytics (GA4), Meta Blueprint and HubSpot certifications — the credentials recruiters look for.
- 3 Internship Certification**
 Documents the live projects and hands-on work you complete, giving freshers verifiable experience on their resume.

Career-Readiness Track



How IPCS Global Gets You Hired

Every learner goes through a structured career-readiness track alongside the course, supported by our dedicated placement cell.

1

Dedicated Placement Cell

Interview drives, industry referrals and follow-up until you are placed – not just until the course ends.

2

Resume & Portfolio

One-on-one sessions to build a recruiter-ready resume and a project portfolio that proves your skills.

3

Aptitude & GD Training

Quantitative, logical and verbal aptitude plus group discussion practice.

4

Mock Interviews

Simulated technical and HR panels so the first real interview never feels like the first.

Recent IPCS Coimbatore Placements



A selection of recent placements across IPCS Global Coimbatore programmes.

Global opportunity: Digital marketing skills travel well: many learners serve clients in the US, UK, Australia and the GCC remotely through Upwork, Fiverr and LinkedIn, and GCC agencies regularly hire Indian marketers.

Why IPCS Global



18+ Years of Training Excellence

A track record since 2008, refined across 15,000+ professionals trained.



ISO 9001:2015 Certified

Audited, consistent training quality — every batch, every time.



Recognised Partnerships

TÜV SÜD cooperation partner and NSDC approved training partner.



Dedicated Placement Cell

Industry tie-ups, interview drives and follow-up until you are placed.



Real Labs, Real Projects

Industry-grade equipment and live projects — proof of work, not just a certificate.



50+ Branches, One Standard

Across India and the GCC, with weekday, weekend and fast-track batches.

Meet Our Coimbatore Team



Trainers, mentors, counsellors and placement coordinators at IPCS Global Coimbatore — working with every learner from the first class to final placement.

Frequently Asked Questions

Quick answers to the questions learners and parents ask us most. For anything else, call or visit the Coimbatore branch.

Q. Do I need prior experience to join?

Most programmes start from the fundamentals. Each programme lists its eligibility — our counsellors will confirm the right starting point for your background.

Q. Are classes held online or in the classroom?

Classroom / Online / Hybrid. Talk to our counsellors about the best option for your programme.

Q. What batch timings are available?

We run weekday, weekend and fast-track batches, so students and working professionals can both find a schedule that fits.

Q. Is placement guaranteed?

We provide 100% placement assistance — resume building, aptitude and GD training, mock interviews and interview drives through our dedicated placement cell. Final selection depends on each learner's performance, attendance and interview results.

Q. What certificate will I receive?

IPCS Global course certificate + Internship Certification, with preparation for Google Ads, GA4, Meta Blueprint and HubSpot certifications.

Q. Can I attend a class before enrolling?

Yes. Book a free demo session to meet the trainers, see the labs and experience a live class before you decide.

Q. What are the course fees?

Fees depend on the programme and batch type. Please contact the Coimbatore branch for the current fee structure and any available offers.

Q. Can working professionals join?

Yes. Weekend and fast-track batches are designed for people who are working or studying alongside the course.

LET'S START THE CONVERSATION

Your Career in **Digital Marketing** Starts Here

Book a free demo class, meet the trainers and see the labs — our counsellors will help you pick the right programme and batch.

Visit Us

Address #12, 2nd Floor, Swathi Towers,
Sowripalayam –
Masakalipalayam Road, Opp.
GRG Matriculation School,
Periyar Nagar, Peelamedu,
Coimbatore, Tamil Nadu –
641004

Get In Touch

Phone +91 80860 96664
Email bmcbe@ipcsglobal.com
Web www.ipcsglobal.com
Batches Weekday · Weekend · Fast-track

Book Your Free Demo Session Today

Walk in, call or write to us — meet the trainers, see the labs, and get counselling on the right course and batch before you enrol.

How to Enrol

1

Contact Us

Call, WhatsApp or walk in to our Peelamedu centre.

2

Free Demo

Attend a live class and see the labs.

3

Choose a Batch

Weekday, weekend or fast-track.

4

Enrol & Start

Simple, guided enrolment.