



DURATION
6 Months

DIGITAL MARKETING

COURSE & CAREER GUIDE · 2026

AI+ Digital Marketing

Course Details & Career Growth Guide

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

480 Training Hours

15 Modules

5 Hands-On Projects

Career Roles & Salary Ladder

Placement Support

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Programme Highlights

480 Hours

6 Months of structured,
practical training

5 Projects

Hands-on work you can
show employers

Certified

IPCS + Google / Meta /
HubSpot prep

Placement

100% placement
assistance & career-
readiness

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 this programme — 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.

CAREER PROGRAMME

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

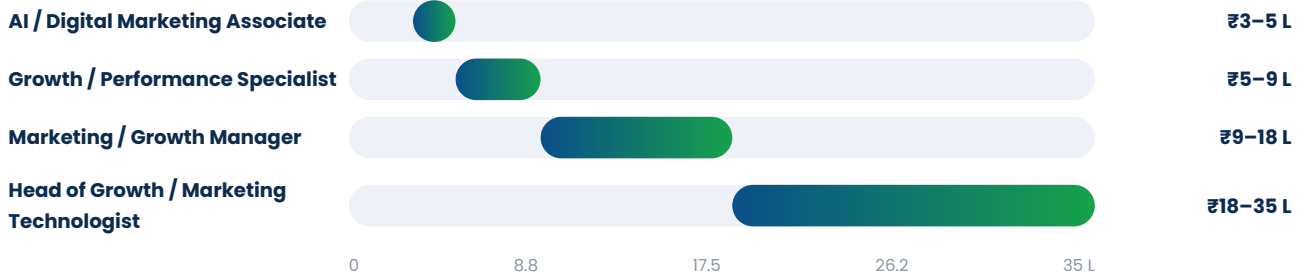
8+ YRS

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

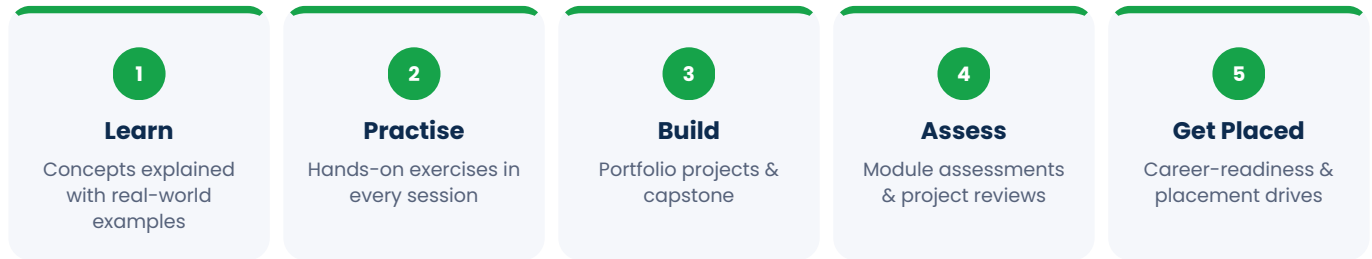
Month 6-12 • Specialise

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

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.

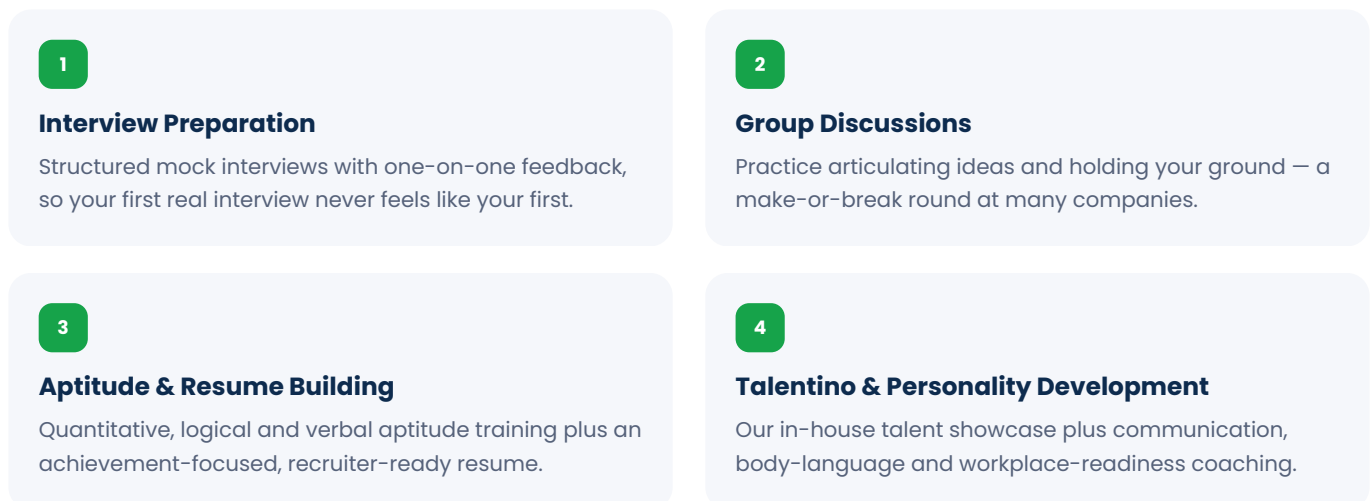
Our Learning Method



Your Certifications

- IPCS Global Course Certificate**
 Issued on successful completion of assessments and the capstone project — verifiable and recognised by our hiring partners.
- Global Platform Certifications**
 The course prepares you for Google Ads, Google Analytics (GA4), Meta Blueprint and HubSpot certifications — the credentials recruiters look for.
- 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

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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.