



DURATION
150 Hours

DIGITAL MARKETING

COURSE & CAREER GUIDE · 2026

Advanced Certificate Course in **Online Entrepreneurship** (ACCOE)

Course Details & Career Growth Guide

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

150 Training Hours

8 Modules

4 Hands-On Projects

Career Roles & Salary Ladder

Placement Support

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Programme Highlights

150 Hours

150 Hours of structured,
practical training

4 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

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

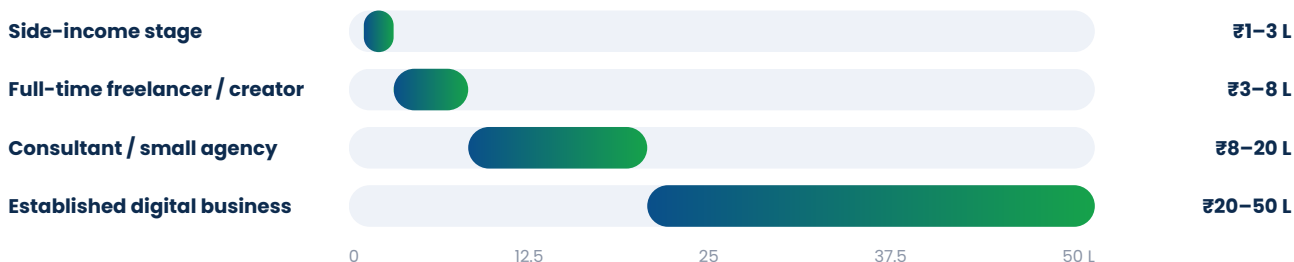
Agency Founder

Builds a team serving multiple clients.

■ Your Growth Ladder

STAGE 01 0-1 YRS	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

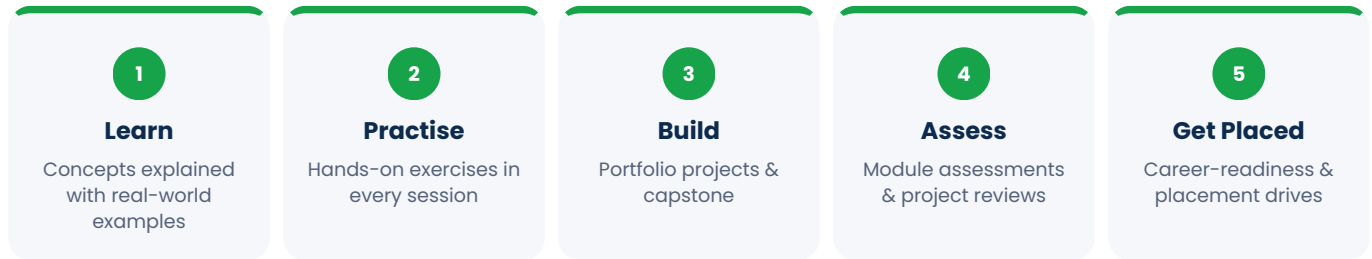
Month 6–12 • Specialise

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

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.

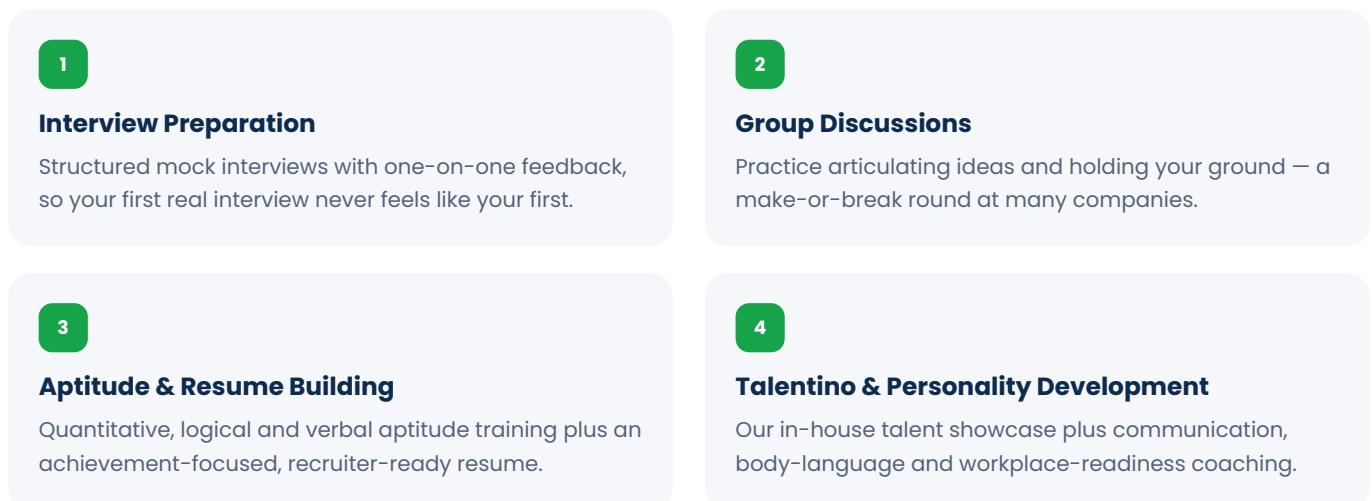
Our Learning Method



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 –
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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.