AI ACADEMIA

Digital Marketing with AI

Learn marketing and let AI do the heavy lifting

Mentors and panelists from

Google accenture Capgemini pwc

100% Online · Live Classes

No coding needed



ISO 9001:2015 certified
MSME registered

AI ACADEMIA

About us

AI Academia helps students learn AI by using it. Every program is taught live, built around real projects, and guided by people working in the industry.

Our goal is simple: help any student, from any branch, get ready for a technology-driven future.

Student community across India

4.8 stars on Google

ISO 9001:2015 certified



College and student communities across India

AI Academia runs sessions, panels and workshops with college communities across India. The program itself is 100% online, open to students from any college.









1 Expert panels

Industry leaders answer student questions live.

2 Workshops

Hands-on sessions where students build real things.

3 Campus training

Programs delivered on campus, with the college.

4 Student communities

Students from many colleges learn and build together, online.

Why should I choose AI Academia?

AI Academia is where you can become part of the top 1% in your field.

What does the top 1% look like?

Curious | Hungry | Ambitious | Resilient | Confident

Believer | Future-Ready | Risk-taker | Innovative

We believe in nurturing your dreams, not just teaching tools.

> Our live classes combine theory with practice. You build something real every week, so you finish with skills you can show.



They saw their careers transform, and so can you.

Here's how.

1

Live Sessions

Start from zero. Learn together, step by step.

2

Learn from the Best

Mentors from top companies guide you in class.

3

Live Projects

Build 10 real projects, not just notes.

4

Find Your Niche

See where AI fits your own field.

5

Create a Habit

Practise every week until it feels natural.

6

New Frontiers

Go from your first prompt to a full campaign.

HOW AI WILL HELP YOU GROW

- Create content in a fraction of the time.
- Research markets and competitors faster.
- Plan, run and measure smarter campaigns.

Learn from industry leaders



Rohan Joshi
SDE I

Google



Shubham Sharma
Data Scientist

accenture



Shivani
Research Engineer

Myntra



Sayan Guha
Director, Global AI Practice

Capgemini



Kishalay Choudhury
Head, Sales & Analyst Relations

cognizant



Prasenjit Pal
Director, Data & AI

pwc



Anirban Banerjee
Program Head, Digital

ERICSSON



Dr. Sushovan Mukherjee
Associate Director, AI

EY



Tapas Kumar Bhunia
Director, Global Lead, AI

cognizant

Mentors and panelists at AI Academia sessions. Taking part is not an endorsement by their employers.

Where our mentors and panelists work

Google

Capgemini

Infosys

cognizant

pwc

EY

ERICSSON

IBM

accenture

Myntra

Logos show where our mentors and panelists work. These companies do not run or endorse this program.

Program Curriculum Overview

Six modules. Ten weeks. From your first prompt to a full campaign.

01	**Marketing foundations with AI** Weeks 1 and 2	
02	**Content and creative with AI** Weeks 3 and 4	
03	**Search in the AI era** Week 5	
04	**Social media and ads** Weeks 6 to 8	
05	**Data and automation** Week 9	
06	**Campaign and career** Week 10	

10	6	10	15
weeks	modules	projects	tools

MODULE 1 · WEEKS 1 AND 2

Marketing foundations with AI

01

ChatGPT · Claude · Gemini · Perplexity · Canva

WHAT YOU WILL LEARN

WEEK 1
How marketing works today

1. **Customers and the funnel**
   How people go from stranger to buyer.
2. **Marketing channels**
   Where brands reach people today.
3. **AI for marketers**
   What ChatGPT, Claude and Gemini do best.
4. **Writing good prompts**
   Get useful answers from AI.
5. **Checking AI answers**
   AI drafts. You decide.

WEEK 2
Research and brand

1. **Market research with AI**
   Understand a market in hours.
2. **Competitor research**
   See what others are doing.
3. **Positioning**
   Find what makes a brand different.
4. **Brand voice**
   Make every post sound the same.
5. **Logos and colours**
   Design a simple look in Canva.

YOU WILL BUILD

01 **Customer Profile**
Work out who you are really selling to.

02 **Mini Brand Kit**
Decide how a brand looks and sounds.

MODULE 2 · WEEKS 3 AND 4

Content and creative with AI

02

ChatGPT · Claude · Canva · HeyGen · ElevenLabs · Sora

WHAT YOU WILL LEARN

WEEK 3
Writing that sells

1. **Blogs and captions**
   Write faster with AI.
2. **Ad copy and hooks**
   Words that stop the scroll.
3. **Your brand voice**
   Make AI writing sound human.
4. **Fact-checking**
   Catch AI mistakes before posting.
5. **Using AI responsibly**
   Copyright and honest claims.

WEEK 4
Images, reels and voice

1. **AI images**
   Create visuals for any post.
2. **Short video**
   Plan and make reels.
3. **Scripts**
   Write what people will watch.
4. **AI voiceovers**
   Add a voice without recording.
5. **Editing**
   Finish and publish your reel.

YOU WILL BUILD

03 **30-Day Content Calendar**
Plan a full month of posts.

04 **AI Reel Pack**
Make reels without a camera.

MODULE 3 · WEEK 5

Search in the AI era

03

Gemini ChatGPT Perplexity

WHAT YOU WILL LEARN

WEEK 5

SEO and AI search

1. **How Google ranks pages**
   The basics of SEO.
2. **Keyword research**
   Find what people really search.
3. **Google AI Overviews**
   How AI answers change search.
4. **Getting mentioned in ChatGPT**
   Help AI recommend your brand.
5. **Introduction to local SEO**
   Get found nearby.

YOU WILL BUILD

05 **SEO Blog with AI Search Check**
Check if people and AI can find the brand.

MODULE 4 · WEEKS 6 TO 8

Social media and ads

04

Canva | Lovable | ChatGPT | Meta Ads | Google Ads

WHAT YOU WILL LEARN

WEEK 6 Social media

1. **Instagram and YouTube**
   Plan content that grows.
2. **LinkedIn**
   Reach professionals.
3. **Personal branding**
   Build your own name.
4. **Introduction to landing pages**
   Build one without coding.

WEEK 7 Meta Ads

1. **Ads Manager**
   Find your way around.
2. **Audiences and budgets**
   Reach the right people.
3. **Ad creative**
   Make ads people notice.
4. **Advantage+**
   How AI automates campaigns.

WEEK 8 Google Ads

1. **Search ads**
   Appear when people search.
2. **Keywords and ad copy**
   Choose words that convert.
3. **Performance Max and AI Max**
   How Google uses AI.
4. **Human control**
   Guide the AI, do not just trust it.

YOU WILL BUILD

06 **Social Growth Plan**
Plan how to get followers who buy.

07 **Meta Ad Campaign Blueprint**
Plan where each rupee should go.

08 **Google Ads Campaign Blueprint**
Choose what to pay to appear for.

MODULE 5 · WEEK 9

Data and automation

05

Google Analytics | Gmail | WhatsApp | n8n

WHAT YOU WILL LEARN

WEEK 9

Measure and automate

1. **Google Analytics**
   See what visitors do.
2. **Reading reports**
   Turn numbers into next steps.
3. **Email basics**
   Follow up with your audience.
4. **Introduction to WhatsApp marketing and chatbots**
   Reply to people faster.
5. **Introduction to n8n and AI agents**
   Let AI handle repeat work.

YOU WILL BUILD

09 **Marketing Performance Report**
Show what worked and what comes next.

MODULE 6 · WEEK 10

Campaign and career

06

ChatGPT | Canva | Meta Ads | Google Ads

WHAT YOU WILL LEARN

WEEK 10

Campaign and career

1. **Full AI marketing campaign**
   Bring every skill together.
2. **Portfolio**
   Show what you built.
3. **Resume**
   Present your skills clearly.
4. **Interview practice**
   Get ready for what comes next.
5. **Introduction to freelancing and affiliate marketing**
   Other ways to earn with marketing.

YOU WILL BUILD

10 **Full AI Marketing Campaign**
Your complete campaign, from idea to report.

What you will build

10 real projects. One clear result from each.

01	**Customer Profile** Work out who you are really selling to.	Week 1
02	**Mini Brand Kit** Decide how a brand looks and sounds.	Week 2
03	**30-Day Content Calendar** Plan a full month of posts.	Week 3
04	**AI Reel Pack** Make reels without a camera.	Week 4
05	**SEO Blog with AI Search Check** Check if people and AI can find the brand.	Week 5
06	**Social Growth Plan** Plan how to get followers who buy.	Week 6
07	**Meta Ad Campaign Blueprint** Plan where each rupee should go.	Week 7
08	**Google Ads Campaign Blueprint** Choose what to pay to appear for.	Week 8
09	**Marketing Performance Report** Show what worked and what comes next.	Week 9
10	**Full AI Marketing Campaign** Your complete campaign, from idea to report.	Week 10

Our student community in colleges

Students take the mic, ask real questions and lead the conversation at our college sessions.









What our students say



"The mentors explain everything with practical examples."

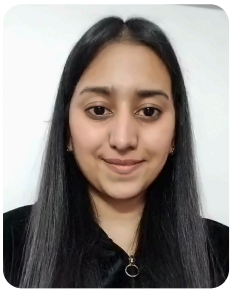
Shreshtha Srivastava

JNU

★★★★★

5.0

out of 5



"I highly recommend this program to anyone learning AI."

Swarnim Tomar

Delhi University

★★★★★

5.0

out of 5



"A really wonderful and intellectually enriching experience."

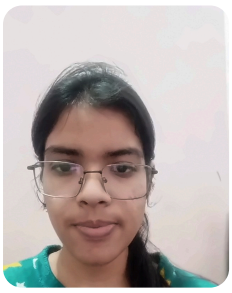
Aryan Makvana

Vishwakarma Govt. Engineering College

★★★★★

5.0

out of 5



"One of the best decisions of my life."

Prachi Jain

MVN University

★★★★★

4.8

out of 5



"It turned out to be a really good decision."

Anshuman Sachdeva

Govt. College of Engineering & Tech

★★★★★

5.0

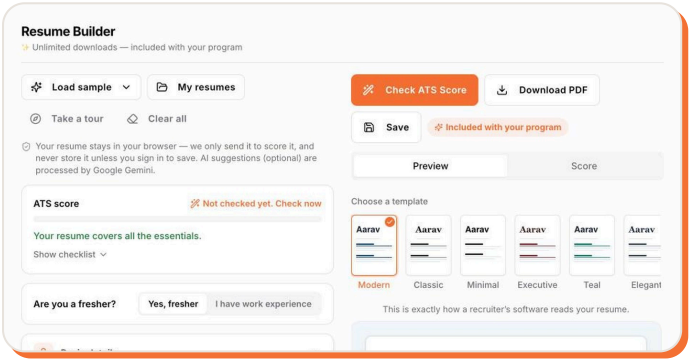
out of 5

Student community across India | **4.8** stars on Google

Career support, included in your program

You don't get just classes. These tools come with your Digital Marketing with AI program.

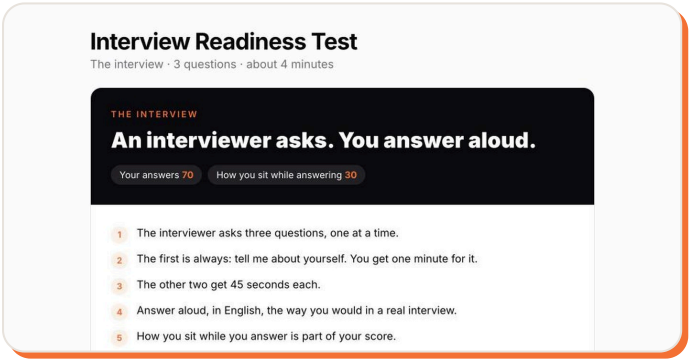
All included in this program
Every feature here is already inside your student dashboard.



INCLUDED IN YOUR PROGRAM

Resume Builder

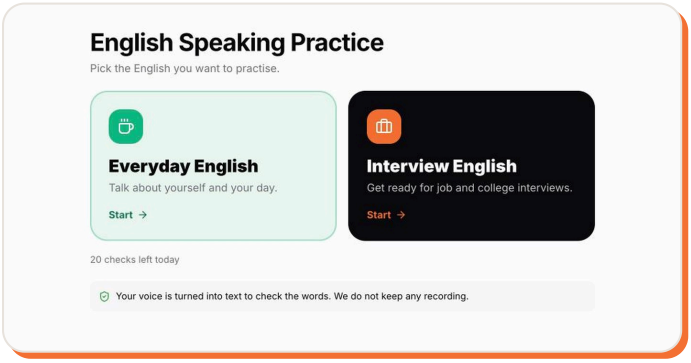
Build your resume, check its ATS score and download it as a PDF. Six templates to choose from.



INCLUDED IN YOUR PROGRAM

Interview Readiness Test

An interviewer asks three questions and you answer aloud. About four minutes, and you get a score.



INCLUDED IN YOUR PROGRAM

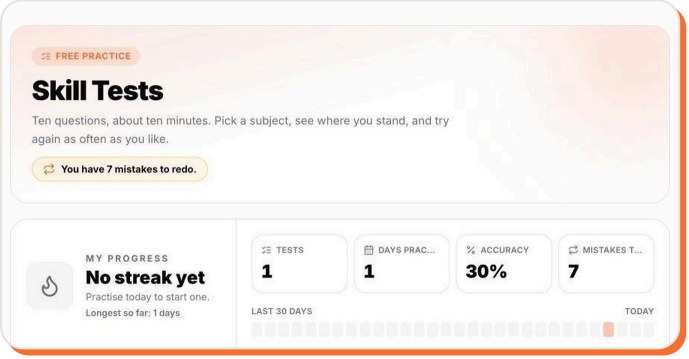
Speaking Practice

Practise Everyday English or Interview English out loud, and get your words checked.

Practise until you are ready, all included

Practise whenever you want, on your laptop or phone.

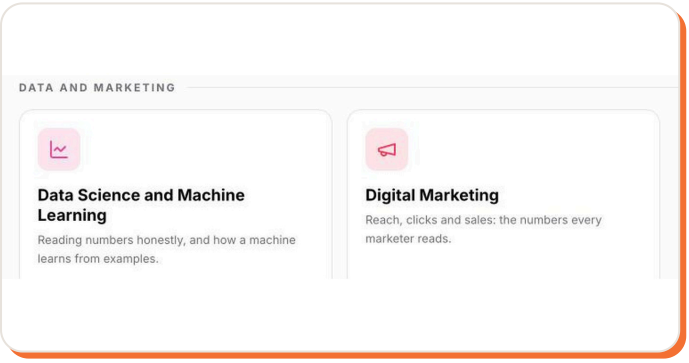
All included in this program
Every feature here is already inside your student dashboard.



INCLUDED IN YOUR PROGRAM

Skill Tests

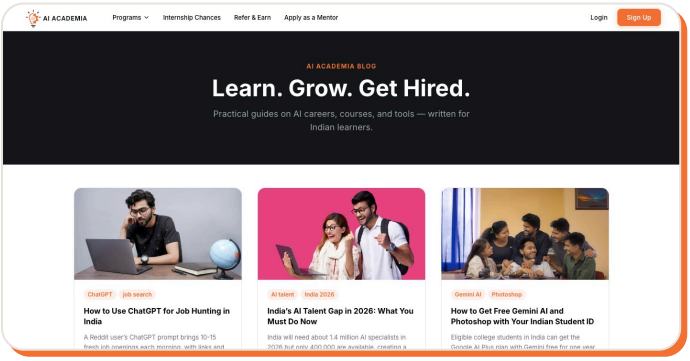
Ten questions, about ten minutes. See where you stand, then redo your mistakes.



INCLUDED IN YOUR PROGRAM

Practice Questions

Ready question sets on Digital Marketing. Reach, clicks and sales: the numbers every marketer reads.



INCLUDED IN YOUR PROGRAM

Career Blog

Practical guides on AI, careers and tools, written for Indian learners.

ALSO INCLUDED
LinkedIn sessions · GitHub portfolio · Mock interviews

Tools You Will Use

- ChatGPT
- Claude
- Gemini
- Perplexity
- NotebookLM
- Canva
- HeyGen
- ElevenLabs
- Meta Ads
- Google Ads
- Google Analytics
- Lovable
- Gmail
- WhatsApp
- n8n

Enhance Your Productivity and Future-Proof Your Career

AI skills set you apart in any field.

Others VS AI Academia

Benefits	AI Academia	Others
100% Live Interactive Sessions		
Mentors from the Industry		
10 Real Projects		
Industry-Relevant Certificates		
AI Marketing Tools		
Career Support		

Certificates

Finish the program and earn certificates that show your skills in Digital Marketing with AI.





ISO 9001:2015 certified · MSME registered

AI ACADEMIA
-FUTURE EDUCATION-

Start from zero. Build real campaigns.

Your next step in Digital Marketing with AI starts here.

What you get

- Live online classes
- 10 real projects
- Industry mentors
- Two certificates
- Career support

Scan to enroll

Point your phone camera at the code

Learn with 15 tools