

{Skillshiksha.ai}

by TECHDOCK LABS

LIMITED SEATS

"Market smarter, not harder — with AI on your side."

12-WEEK CAREER PROGRAM + AI TOOLS

# Digital Marketing + AI Tools Training

Master SEO, social media, ads, content & email marketing —  
supercharged with ChatGPT, Canva AI, and 15+ AI tools.

12

Weeks of  
Training

50+

Hours of  
Hands-On Work

15+

AI Tools  
Mastered

12

Company  
Interviews

## Certificate

Digital Marketing + AI

## Portfolio

Live Campaigns + Case Studies

## Career

Marketing Exec / Manager

## Internship

6-Month Opportunity

## Why Students Choose This Program

Because AI-powered marketers earn more and work smarter.

- ✓ 100% Practical — Run live campaigns from Day 1, no boring theory
- ✓ AI-First Approach — Learn 15+ AI tools for content, ads & analytics
- ✓ Guaranteed Interviews — 12 slots with hiring companies
- ✓ Internship Pathway — Top performers get 6-month paid internship
- ✓ Portfolio Ready — Graduate with live campaign case studies

## AI & Marketing Tools You'll Master

ChatGPT

Canva AI

Meta Ads

Google Ads

SEMrush

Mailchimp

GA4

Jasper AI

Midjourney

HubSpot

Hootsuite

Copy.ai

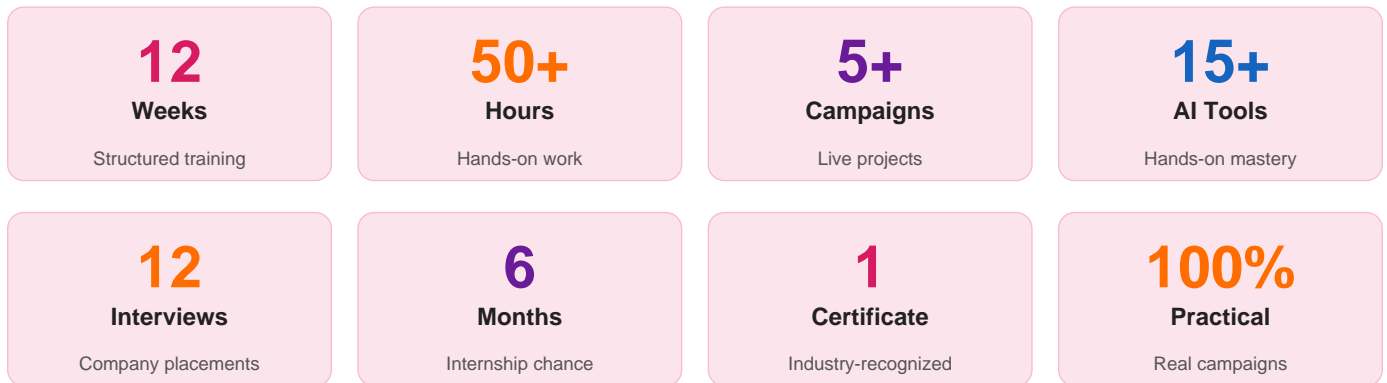
Enroll Today — Your Future Self Will Thank You

skillshiksha.ai/apply | +91 7505084414 | hello@skillshiksha.ai

## PROGRAM BY THE NUMBERS

# Everything You Get in 12 Weeks

We don't just teach marketing. We build AI-powered marketers.



## FULL CURRICULUM

# 12-Week Learning Roadmap

### PHASE 1: Marketing Foundations + AI Basics

Weeks 1–4

- Wk 1** Marketing Fundamentals — Branding, Funnels, Customer Journey
- Wk 2** SEO & Content Strategy — Keywords, On-Page, Off-Page, Blogs
- Wk 3** AI Content Creation — ChatGPT, Jasper, Copy.ai for Marketing
- Wk 4** Social Media Marketing — Instagram, LinkedIn, X Strategy

### PHASE 2: Paid Ads, Email & AI Automation

Weeks 5–8

- Wk 5** Meta Ads (Facebook/IG) — Campaign Setup, Targeting, Budgets
- Wk 6** Google Ads & YouTube — Search, Display, Video Campaigns
- Wk 7** Email Marketing — Mailchimp, Sequences, AI Subject Lines
- Wk 8** AI Design & Video — Canva AI, Midjourney, CapCut, Lumen5

### PHASE 3: Analytics, Strategy & Live Campaigns

Weeks 9–12

- Wk 9** Google Analytics 4 — Setup, Events, Reports, Conversions
- Wk 10** AI Analytics & CRO — Heatmaps, A/B Testing, AI Insights
- Wk 11** Influencer & Affiliate Mktg — Outreach, Tracking, AI Tools
- Wk 12** Live Campaign Project — End-to-End Strategy, Pitch & Review

*Every week includes live projects, assignments & mentor feedback*

"Content is king, but AI is the kingmaker." — The New Marketing

## EXPERT SEMINARS

# 4 Exclusive Industry Expert Sessions

1	<b>AI in Marketing: The Future</b> How brands use AI for 10x growth	Week 3
2	<b>Career in Digital Marketing</b> Salaries, roles & growth paths	Week 6
3	<b>Performance Marketing at Scale</b> ROAS optimization & attribution	Week 9
4	<b>Building a Personal Brand</b> LinkedIn, content & freelancing	Week 12

## GUARANTEED INTERVIEWS

# 12 Direct Company Interviews

- ✓ 12 interview slots with agencies, startups & brands
- ✓ Mock interview prep sessions before real rounds
- ✓ Resume & portfolio review by professionals
- ✓ Direct feedback from hiring managers
- ✓ Companies: agencies, D2C brands, funded startups

**12**  
Interviews

**85%**  
Avg. Selection Rate

**3**  
Avg. Offers/Batch

## CERTIFICATION & INTERNSHIP

### CERTIFICATE OF COMPLETION

- Digital Marketing + AI Tools
- Issued by Skill Shiksha
- Verifiable & Industry-Recognized
- Add to LinkedIn & resume

### 6-MONTH INTERNSHIP

- Intern at Skill Shiksha
- Work on live client campaigns
- Mentored by senior marketers
- Stipend-based opportunity
- Letter of recommendation

## Your Journey: Beginner to Job-Ready



**Don't Just Learn Marketing — Master It With AI**

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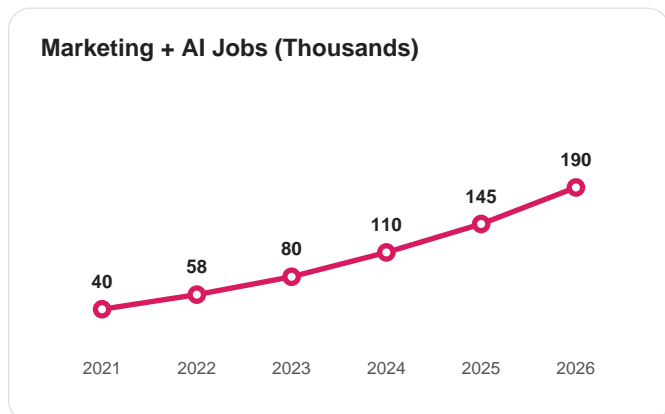
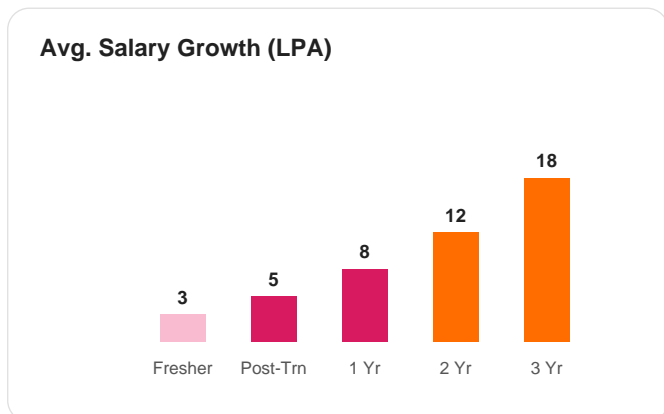
"Every expert was once a beginner. Your journey starts here."

OUR TRACK RECORD

# Numbers That Speak

<b>500+</b> Students Trained	<b>92%</b> Placement Rate	<b>4.8/5</b> Student Rating	<b>40+</b> Hiring Partners
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DATA & INSIGHTS



### Where Our Graduates End Up

Category	Percentage
Agencies	30%
D2C Brands	25%
Freelance	22%
Startups	15%
Higher Ed	8%

"Got a marketing manager role using ChatGPT in my portfolio."  
— Neha S.

"The Meta Ads + AI combo doubled my freelance income."  
— Karan P.

"From zero marketing knowledge to running live campaigns."  
— Divya M.

FREQUENTLY ASKED QUESTIONS

**Do I need prior marketing experience?**

No! We start from scratch. Basic computer knowledge is enough.

**What if I miss a class?**

All sessions are recorded. Lifetime access to recordings & materials.

**Is the internship guaranteed?**

Top performers get a 6-month paid internship at Skill Shiksha.

**Will I learn to use AI tools hands-on?**

Yes! 15+ AI tools with real projects — ChatGPT, Canva AI, Jasper & more.