



COURSE BROCHURE

AI Powered Digital Marketing Training Course

Start from zero and learn digital marketing the AI-first way: content, website, SEO, social media, paid ads and reporting, all practised on one business project.

5 months

DURATION

Live

ONLINE CLASSES

Rs 8,000

PER MONTH (OFFER)

Final

PORTFOLIO PROJECT

COURSE OVERVIEW

SODM's AI Powered Digital Marketing Training Course is an independent 5-month program built for beginners. You start from the fundamentals of digital marketing and learn to use AI tools such as ChatGPT, Claude and Gemini to research, write, design, plan and report faster.

You pick one business at the start and build its marketing step by step over five months: brand and content, a simple website, SEO, social media, paid ads and a monthly report. Each month ends with something you made, and the final project brings it all together.

SKILLS YOU WILL BUILD

- ✓ Digital marketing foundations
- ✓ Canva design and short video
- ✓ WordPress website basics
- ✓ Social media and paid ads basics
- ✓ AI tools and prompt writing
- ✓ Copywriting with AI support
- ✓ SEO and keyword research
- ✓ Analytics and reporting

TOOLS AND PLATFORMS

ChatGPT

Claude

Gemini

Semrush

Google Search Console

Google Analytics 4

Canva

CapCut

Meta Ads Manager

Google Ads

Looker Studio

WordPress

WhatsApp: 0331-144 2999

MODULE 01

Digital Marketing Foundations

Understand how businesses sell online, the main channels, customer journeys and how to set a clear goal and audience for one business you will work on all course.

MODULE 02

AI Tools & Prompt Writing

Use ChatGPT, Claude and Gemini to research, brainstorm and draft, build a reusable prompt library and learn to check and improve AI output.

MODULE 03

Branding & Visual Content with Canva

Create a simple brand kit, logos, posts and carousels in Canva, and learn the basics of colour, layout and consistent visuals.

MODULE 04

Content Writing & AI-Assisted Copywriting

Write clear captions, blogs, ad copy and product descriptions with AI support, keeping a brand voice and fact-checking every claim.

MODULE 05

Short Video & Reels

Plan, shoot and edit short vertical videos with CapCut, write hooks and scripts, and publish Reels and Shorts.

MODULE 06

Website & WordPress Basics

Set up a simple WordPress website, choose a theme, create pages and a blog, and understand domains, hosting and basic site speed.

MODULE 07

SEO Basics

Learn how search engines work, research keywords, optimise pages and check results with Google Search Console and tools like Semrush.

MODULE 08

Social Media Marketing

Choose the right platforms, plan a 30-day content calendar, publish and schedule with Meta Business Suite and grow an engaged page.

MODULE 09

Paid Ads: Meta Ads & Google Ads

Understand ad objectives, audiences, budgets and creatives, and plan beginner campaigns on Meta Ads Manager and Google Ads.

MODULE 10

Analytics & Reporting

Track traffic and conversions with Google Analytics 4 and build a simple monthly report in Looker Studio.

MODULE 11

Final Project

Bring everything together in one complete marketing project for a business of your choice and present it.

Your Final Project

Choose a business and deliver a complete AI-assisted marketing project: brand and content, a simple website, SEO plan, social media calendar, paid ads plan, a report and a final presentation.

- ✓ Business and goals brief
- ✓ AI prompt library
- ✓ Brand kit and social media posts in Canva
- ✓ Short video or Reels sample
- ✓ Simple WordPress website pages
- ✓ Keyword research and SEO page plan
- ✓ 30-day social media content calendar
- ✓ Paid ads plan for Meta and Google
- ✓ Simple monthly performance report
- ✓ Final presentation and portfolio

Made for beginners

No marketing or technical background needed. Every topic starts from the basics.

AI in every step

Prompts for research, copywriting, ideas, ads and reporting, always with human review.

One business, five months

You build one business marketing project month by month instead of isolated exercises.

Final project

Bring your skills together in one complete marketing project.

Who should join

- ✓ Students and fresh graduates
- ✓ Complete beginners in digital marketing
- ✓ Business owners who want to market their own business
- ✓ Freelancers who want to start offering marketing services
- ✓ Professionals who want to add AI skills to their work

Format

- ✓ Live instructor-led classes on Google Meet
- ✓ Recorded sessions for revision
- ✓ Hands-on practical tasks
- ✓ Certificate of completion

Course fee

LIMITED-TIME: 20% OFF THE COURSE FEE

Confirm offer validity and batch dates on WhatsApp. Enrolment fee is not discounted.

Enrolment fee

One-time, paid when you join.

Rs 4,000

MONTHLY PLAN

~~Rs 10,000~~ **Rs 8,000**
per month for 5 months, plus Rs 4,000 enrolment

How to enrol: message us on WhatsApp 0331-144 2999 with the course name. We confirm the next batch date and seat availability.
schoolsofdigitalmarketing.pk