



Adyapan School

Digital Marketing and Growth Strategy Program



Duration - 2 months

Industry
Certification



Skill India Certified

250+
Partner Companies

DIGITAL MARKETING & GROWTH STRATEGY

Master the Digital Growth Game

India's most industry-immersive digital marketing program. 8 weeks of live projects, expert mentors, and real-world results; all designed to transform students and professionals into high-impact marketers.

8

MODULES

30+

PROGRAM OFFERINGS

20,000+

STUDENTS

250+ PARTNERED COMPANIES



ABOUT ADYAPAN SCHOOLS

Where education meets real-world impact

Not just a course — a platform to launch
your career.

Adyapan Schools was built with a single conviction:
learning works best when it happens in the real world.
We partner with top companies, mentors, and industry
platforms to ensure every student graduates with a
portfolio of work that speaks louder than a certificate.

Our programs combine rigorous coursework with live
client projects, giving you the skills and proof-of-work
that employers actually want.

MISSION

To equip ambitious learners with
practitioner-level digital
marketing skills through mentor-
led, project-based education that
bridges the gap between learning
and earning.



VISION

To be India's most trusted
launchpad for the next generation
of marketing leaders — defined
not by degrees but by the real
work.



Everything you need to grow fast

PROGRAM HIGHLIGHTS

Live Industry Projects

Work on campaigns for real brands alongside your coursework. Build portfolio projects that prove your expertise to employers.

1-on-1 Mentorship

Dedicated mentors from Google, Microsoft, Mastercard and more. Get personalized guidance and industry connections.



AI-Powered Marketing

Learn cutting-edge AI tools alongside evergreen fundamentals. Stay ahead of the curve in a rapidly evolving landscape.



Dual Certification

Earn both a Course Completion and Internship Certificate – accredited by Skill India Digital Hub and NSDC.



Internship Guarantee

Graduate with an internship completion certificate from a live brand project. Concrete, resume-ready proof of work.



Industry Network

Join a network of alumni at Amazon, Google, Adobe, Microsoft. Access exclusive hiring events and referral opportunities.

CURRICULUM

8 weeks. 8 modules. Infinite impact.

WEEK 1

Digital Marketing Foundations

- Intro to Digital Marketing landscape
- Understanding buyer personas & customer journeys
- Brand fundamentals & positioning strategy
- Setting SMART marketing objectives



WEEK 2

Content Marketing & Storytelling

- Content strategy & editorial calendars
- Copywriting for web, email & ads
- Visual content creation with AI tools
- Video marketing basics & scripts



WEEK 3

SEO & Organic Growth

- Technical SEO & on-page optimization
- Keyword research & competitor analysis
- Link building & authority growth
- SEO tools: Ahrefs, Semrush, Search Console



CURRICULUM

8 weeks. 8 modules. Infinite impact.

WEEK 4

Paid Advertising (PPC)

- Google Ads Search & Display campaigns
- Meta Ads & audience targeting strategy
- Budget planning & bid strategies
- A/B testing ad creatives



WEEK 5

Social Media Marketing

- Platform strategy: Instagram, LinkedIn, YouTube
- Community management & engagement
- Influencer marketing frameworks
- Social commerce & shoppable content



WEEK 6

Email Marketing & Automation

- List building & segmentation tactics
- Drip sequences & lifecycle emails
- Mailchimp, HubSpot & CRM basics
- Measuring open rates, CTR & conversions



CURRICULUM

8 weeks. 8 modules. Infinite impact.

WEEK 7

Analytics & Data- Driven Decisions

- Google Analytics 4 deep-dive
- Conversion rate optimization (CRO)
- Attribution models & funnel analysis
- Building live dashboards in Looker Studio



WEEK 8

Live Launchpad: MVP Campaign

- End-to-end campaign strategy for a real brand
- Execute, measure & optimize live campaigns
- Present results to industry panel
- Earn Internship Completion Certificate



advertisement sign-ups revenue result sales analytics landing page leads traffic clicks conversion rate product search engine optimization commission social media referrals targeting email list google

WHO THIS IS FOR

This course is perfect for

Marketing Executives &
Managers

Social Media Strategists

Entrepreneurs & Brand
Owners

Freelancers & Content
Creators

Business Development
Professionals

Students & Career Switchers

CERTIFICATIONS



ALUMNI NETWORK

Our alumni work at world-class companies

Amazon

Adobe

Google

Autodesk

Microsoft

Deloitte

Your career switch is one click away.

Ready to begin? Apply at adyapanschool.com or email us at support@adyapan.com

Apply Now