



# Adyapan School

## Social Media Marketing



Duration - 2 months

Industry  
Certification



Skill India Certified

250+  
Partner Companies

# Drive reach, engagement, and brand impact.

From content to conversions - become industry-ready.

This immersive Social Media Marketing program takes you beyond foundational concepts into real-world digital campaign execution. Learn content strategy, platform algorithms, paid advertising, analytics, and brand building through hands-on projects and guided campaigns. With a strong focus on practical implementation and performance-driven marketing, you'll graduate with the ability to create engaging content, optimize campaigns, and drive measurable growth across social media platforms with confidence.

**8**

WEEKS

**30+**

PROGRAMS OFFERED

**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

#### Foundations of Social Media Marketing

- Discussion of Curriculum
- Understand what social media is and how it has transformed the way businesses engage with consumers in the digital era
- Identify your target audience and learn how to position, engage, and grow relationships with high-value consumer segments
- Explore social network analysis and how professional networking accelerates organizational growth
- Build the foundation of your own social strategy using proven, structured methodologies



### WEEK 2

#### Social Listening & Big Data

- Understand what Big Data means in a social context and how every post, picture, and video contains extractable insights
- Explore the full range of social analytics tools — including sentiment analysis and text mining — and learn when to use each
- Learn how to collect and interpret real-time social data to make smarter content and campaign decisions
- Use data-driven listening to spot emerging crises before they escalate and protect brand reputation



### WEEK 3

#### Analytics Tools & Data-Driven Decision Making

- Deep-dive into social media analytics platforms and learn how to extract meaningful patterns from unstructured social data
- Apply sentiment analysis and audience segmentation to refine your content strategy based on what your market actually responds to
- Understand the difference between vanity metrics and actionable KPIs, and build a reporting framework tied to business outcomes
- Practice using analytics dashboards to translate raw data into strategic recommendations for stakeholders



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### WEEK 4

#### Engagement & Nurture Marketing Strategies

- Learn the two most effective social strategies organizations use today: engagement marketing and nurture marketing
- Understand the role of infographics in social storytelling and how data visualization drives higher content engagement
- Design a landing page strategy that converts social traffic into measurable business outcomes
- Create a multimedia filter and focus blog to demonstrate how social enables real-time marketing results



### WEEK 5

#### Content Strategy & Creation

- Understand why content is the engine of all effective social marketing and how to build a consistent content calendar
- Learn the principles of platform-specific messaging - what works on LinkedIn, Instagram, X, and YouTube is fundamentally different
- Explore content formats: short-form video, carousels, blogs, newsletters, and live sessions - and match format to audience behavior
- Apply gamification principles to keep audiences engaged and returning to your content consistently



### WEEK 6

#### Content, Advertising & Integrated Marketing Communications

- Master the paid, owned, and earned media framework and replace it with an integrated who/what/where approach
- Learn the mechanics of advertising on Facebook, Instagram, and other social platforms including targeting, bidding, and creative testing
- Understand A/B testing for social ads and how to optimize campaigns based on performance data in real time
- Build an Integrated Marketing Communications (IMC) strategy that aligns social, mobile, and content efforts into one coherent plan





WHO THIS IS FOR

## This course is perfect for

Students & Career Starters

Aspiring Social Media  
Marketers & Digital Strategists

Content Creators, Influencers  
& Personal Brand Builders

Business Owners & Entrepreneurs  
Growing Online Presence

Working Professionals in  
Marketing, Sales & Branding

Freelancers Managing Social  
Media & Paid Campaigns

### 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](https://adyapanschool.com) or email us at [support@adyapan.com](mailto:support@adyapan.com)

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