



nasscom Certified

# Digital Marketing with Gen AI

Kickstart a High-Growth Digital Marketing  
Career in **Just 6.5 Months**

Powered by **pwc**



First of its Kind Gen AI for DM program in India



236+ Hours Of Live Virtual Training



22 Hours of PwC projects, milestone-based mentorship, and industry guest lectures



35+ Hours of GenAI for digital marketing



Complete mastery with 20+ tools



Dual PwC + Career247 and NASSCOM certification



100% Career Assistance

Google Search Console

Google Analytics

ahrefs

Google Ads

nasscom

Latest Gen AI Tools

Job Preparation

100% Online

NAAC A+ , UGC Entitled

NASSCOM endorsed course

2000+ Students Secured Job With Us

# India's Digital Economy is *Booming!*

The Digital Marketing industry in India is growing at a 30% CAGR, creating numerous job opportunities in social media, performance marketing,

SEO, e-commerce, and content marketing. Companies across all industries are actively hiring skilled digital marketers to drive customer engagement, online sales, and brand presence., offering rewarding careers especially in Tier 2/3/4 cities in India.



India's Data Analytics Market to Hit **US \$21B** By 2039

- Grand View Research India Data Analytics Outlook 2024-2030



**45% YoY Growth** In Demand for AI-Augmented Data Professionals

-Govt. of India / MeitY report



**36% Increase** in Data Science Jobs by 2031.

-U.S. Bureau of Labor Statistics



**1.1 million** new job openings expected in Data Science & AI by 2026

-Govt/MeitY



**61% YoT rise** in GenAI-related roles across roles like ML Engineer, AI Researcher, and Prompt engineer

-People Matters India Report 2025

## Digital Marketing Career Paths

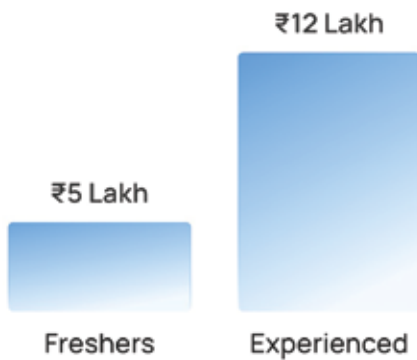
- Paid Social Marketing
- Digital Marketer
- Email Marketing
- E-Commerce Marketing
- Search Engine Optimisation
- Pay Per Click/Paid Search Advertising
- Social Media Marketing

# High Growth Careers

## Digital Marketing Jobs by 2026

### Salaries

Average Indicative Salaries ₹6.6 LPA  
Depending on candidature



Source: Glassdoor India, 2025

### Career Path



### Top Employers Hiring DM:



# About the *Program*

## NASSCOM Certified Course

This PwC-endorsed, NASSCOM-certified GenAI-Powered Digital Marketing program is a comprehensive Industry-First 236-hour program that blends core digital marketing skills with the latest Generative AI innovations. Among the first in India to include 35 hours of focused Gen AI training, it explores how Gen AI is transforming the way marketers plan, create, and optimize campaigns.

Designed and delivered in collaboration with PwC Academy for future-ready digital marketers, you will benefit from expert mentorship, real-time industry projects, industry masterclasses and career assistance, equipping learners to excel in a rapidly evolving, AI-powered marketing landscape.

## Learning *Outcomes*



### GenAI tools

Leverage GenAI tools for scalable content creation, personalization, and marketing automation



### Data-Driven Campaign

Execute data-driven campaigns across SEO, paid ads, social media, and email marketing



### Optimize Marketing Funnel

Optimize marketing funnels using analytics, heatmaps, and CRO principles



### Performance & Growth Hacking Expertise

Drive customer engagement with AI-powered tools like chatbots and predictive models.



### End-to-End Digital Strategies

Present end-to-end digital strategies using practical tools and real-world case studies

# 360 Degree View Of *Digital Marketing 2.0*

Introduction To Digital Marketing Strategy

Digital Marketing Metrics

Website Development Collaboration

Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing

Performance Marketing, Paid Ads & Affiliate Marketing

Ecommerce, Growth Hacking & Sales Funnels

Programmatic Ad Buying & Marketing Management and Crisis Management

Capstone Presentations

GenAI for Digital Marketing

Career Prepeparation

## Key *Highlights*



### 22 HOURS OF PROGRAM DELIVERY BY PWC EXPERTS

- Program designed and delivered in collaboration with PwC experts
- 2 Exclusive projects designed by PwC for Career247
- 8 Hours of Personalized Project Mentorship by PwC
- 6 Hours Industry Guest Lectures by PwC Leaders



### GEN AI-POWERED DIGITAL MARKETING – FIRST OF ITS KIND IN INDIA

- 360° coverage of SEO, performance, social, content, analytics, and automation
- Hands-on with leading GenAI tools for campaigns and workflows
- Industry-relevant skills to thrive in India's fast-growing digital economy



### 4 CAPSTONE PROJECTS + 20+ CASE STUDIES FOR EXPERIENTIAL LEARNING

- “Learning by Doing” via 4 real-world capstones
- 20+ India + global case studies embedded across modules
- Assignments that turn concepts into portfolio-ready work



### INDUSTRY MENTORSHIP

- Guidance from practitioners at leading companies
- Dedicated mentor assigned to every learner
- Ongoing doubt-clearing and career-readiness support



### 24/7 LEARNING ON THE GO

- Always-on portal with study material and class recordings
- Extra learning resources, aids, and assessments
- Continuous access to faculty and community support

## Industry-Leading Tools *You Will Master*

### Market Research & Competitor Analysis & Customer Persona Development:



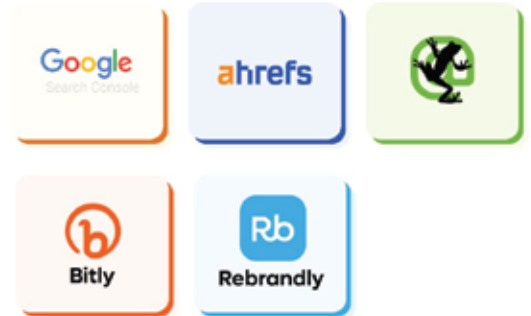
### Content Marketing & Design:



### Paid Advertising & Analytics:



### SEO & Website Optimization:



### Social Media & Video Marketing:

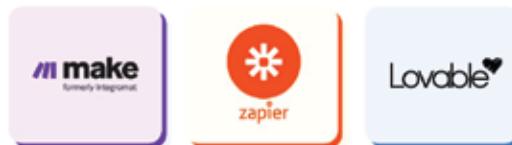


## GenAI Tools

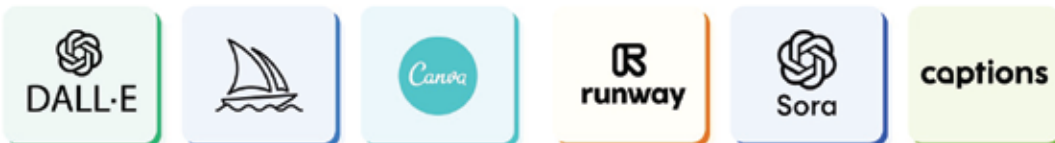
### Text generation:



### Automation:



### Image creation & Video Production:



**236 Hours**

Of Live Training

**40+**

Case Studies

**20+**

Tools Covered

**2**

Enterprise  
Projects by PwC

**6 Hrs**

Masterclasses by  
PwC Academy

Powered by **pwc** **22 Hours of Program Delivery by PwC Academy Experts**

## Become Industry-Ready Powered by **pwc**

Transform into a next-gen digital marketer through real-world PwC projects, milestone-based mentorship, and industry guest lectures.

### PwC Contribution

#### 2 Real-World PwC Projects – (8 hrs):

- Exclusive PwC designed projects mirroring rigorous, ROI-driven campaign briefs.
- **What you will gain:** Hands-on execution to industry standards.

#### Personalized Milestone-Based Mentorship – (8.5hrs):

- PwC mentors provide targeted feedback across project checkpoints to sharpen strategy and delivery.
- **What you will gain:** Professional critique to meet real KPIs.

#### PwC Industry Guest Lectures – (6 hrs):

- Senior PwC leaders share industry perspective, thought leadership, best practices, and current market challenges.
- **What you will gain:** Insight into how leaders run digital growth at scale.

# Industry-First *Curriculum*

## Module 1

### Introduction To Digital Marketing Strategy – (20 hrs)

- Definition and evolution of digital marketing
- Digital vs. Traditional Marketing approaches
- Current digital landscape in India and globally
- Key components of the digital marketing ecosystem
- Major platforms and channels overview
- Digital marketing roles and team structures
- Core digital marketing principles
- Setting SMART digital marketing objectives
- Target audience identification
- Creating basic buyer personas

#### Case Studies:

- Zomato's Digital Transformation (Indian)
- Airbnb's Platform Integration (International)
- Nike's Digital Strategy Framework (International)

## Module 2:

### Digital Marketing Metrics – (12.5 hrs)

- Importance of data-driven marketing
- Analytics platforms overview
- Setting up tracking foundations
- Google Analytics interface and setup
- Key reports and navigation
- Custom dashboard creation
- Website traffic sources and channels
- Geographic and demographic data
- Device and technology metrics
- Bounce rate, time on site, pages per session

#### Case Studies:

- Myntra's Data-Driven Decision Making (Indian)
- Booking.com's Analytics Implementation (International)
- MakeMyTrip's Traffic Analysis Strategy (Indian)

# Industry-First *Curriculum*

## Module 3

### Website Development Collaboration – (22.5 hrs)

- Web Design Fundamentals + UX basics
- Content Management Systems
- Landing Page & Conversion Rate Optimization (CRO)
- Website Analytics Implementation
- Intro to SEO and On-Page SEO Techniques
- Keyword Research and Implementation
- Technical SEO Basics + Off Page SEO Basics
- Module 3 Debriefing Session (Includes the full DM-only session set; blue GenAI rows are excluded from this module's hours)

#### Case Studies:

- Flipkart's Website Design Evolution (Indian)
- Airbnb's UX/UI Strategy (International)
- TataCLiQ's CMS Implementation (Indian)

## Module 4

### Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing - (32.5 hrs)

- Social Media Strategy Basics & Content Calendar Development
- Instagram & Facebook Marketing & Analytics
- LinkedIn Marketing & Analytics
- YouTube Marketing & Analytics
- X, Pinterest, Snapchat & TikTok Marketing & Analytics
- WhatsApp & SMS Marketing Basics
- OTT Platform Marketing & Audience Targeting
- Amazon & Marketplace Optimization Strategies
- Email Marketing Strategy
- Email Design and Automation / Email Analytics and Optimization

#### Case Studies:

- Swiggy's Social Media Strategy
- Byju's YouTube Ad Strategy (Indian)
- Nykaa's Email Marketing Strategy (Indian)

# Industry-First *Curriculum*

## Module 5

### Performance Marketing, Paid Ads & Affiliate Marketing (37.5 hrs)

- Google Ads Fundamentals
- Search Ads Strategy
- Google Display Network + Remarketing on Google Ads
- Shopping Ads: Dynamic Ads & Product Feeds + YouTube Ads (Video Ads)
- Meta Ads Platform Basics
- Facebook & Instagram Ad Creation, Targeting and Optimization
- Ad Copywriting Campaign Tracking and Attribution
- Emerging Ad Platforms Walkthrough
- Affiliate Marketing Fundamentals / Program Management / Tools & Tracking

#### Case Studies:

- MakeMyTrip's Google Ads Strategy (Indian)
- Wayfair's Dynamic Ads Strategy (International)
- OYO's Ad Creative Evolution (Indian)

## Module 6

### Ecommerce, Growth Hacking & Sales Funnels – (12.5 hrs)

- Ecommerce Business Models and Go To Market Strategies
- Store Design, UX & Checkout Optimization
- Ecommerce Acquisition, Conversion, Retention & Loyalty Strategies + Sales Funnels
- Ecommerce Analytics & Growth Hacking
- Webinar, Event & High-Ticket Sales Funnels
- Sales funnel mapping (top/middle/bottom)
- North Star Metric identification

#### Case Studies:

- Myntra's Platform Strategy (Indian)
- PolicyBazaar's Funnel Mapping (Indian)
- Nykaa's E-commerce Analytics (Indian)

# Industry-First *Curriculum*

## Module 10

### Career Prep – (24 hrs)

- Grammar – Tenses, Verbs, Subject-Verb Agreement
- Reading Comprehension; Voice and Narration
- Communication Skills for Digital Marketers
- Email Etiquette and Client Communication
- Writing Persuasive Marketing Emails
- Storytelling in Brand and Content Marketing
- Resume Building
- LinkedIn Profile Optimisation
- Interview Preparation (HR, Technical, Behavioral)
- Mock Interviews – HR & Domain

#### Case Studies:

- Campaign tone and messaging analysis from top brands (Apple, Zomato, Dove)



#### Mode of Learning:

Live Instructor Led  
Virtual Sessions

#### Duration:

6.5 months

#### Class Schedule:

Sat, Sun: 4:00 PM - 7:00PM  
Wed, Fri : 7:00 PM - 10:00 PM

#### Classes Conducted on:

Zoom



# Learn the very latest in GenAI for *Digital Marketing*



## 35 Hours of Dedicated GenAI Training

Gain 35 hours of hands-on GenAI training through live sessions, tools, and projects –designed to help you apply AI directly in your marketing workflow. You’ll not only learn how GenAI works—but how to apply it in your daily marketing workflow.

## Why GenAI for Digital Marketers?

GenAI tools like ChatGPT and DALL-E are transforming marketing by accelerating content creation, automation, and personalization—making AI fluency essential in today’s digital landscape.

## Key Topics You Will *Learn About*

- **Prompt Engineering:** Prompt types, tuning techniques, marketing-specific prompts
- **GenAI for Social Media:** AI-generated posts, creatives, A/B testing
- **GenAI for Email & Ads:** Personalized emails, ad copy, campaign optimization
- **Content Marketing with GenAI:** Blog writing, SEO, content repurposing
- **AI for Targeting & Personas:** Segmentation, persona creation, personalization
- **Campaign Strategy Using GenAI:** Campaign planning, creative briefs, messaging
- **Marketing Automation Tools:** Top GenAI tools, workflow automation, platform integration
- **Project:** Design a complete GenAI-powered marketing campaign

## Latest Tools

- **Text generation:** ChatGPT, Claude, Google AI Studio
- **Image creation:** DALL-E, Midjourney, Canva AI
- **Video production:** Runway, Sora, Captions
- **Automation:** Zapier, Make, Lovable



## 2 Enterprise Projects Powered by **pwc**



### Measurement and Growth System for a D2C Brand

Build KPIs, tracking and dashboards to drive growth.

Learners convert business goals into a clear measurement system using KPIs, event tracking and channel analysis. They design experiments, attribution models and dashboards that inform a practical 90-day growth plan.

#### Milestones

- Build KPI trees and a full measurement plan
- Create GA4 and tag plans with experiment designs
- Develop a keyword and SEO plan for key product landing pages
- Build CLV and attribution models across social, performance and email
- Automate dashboards tracking funnel, retention and drop offs

#### Deliverables

Final report with insights, dashboards and growth roadmap.



### Remarketing Strategy for a Omnichannel Ecommerce Brand

Segment customers and design automated remarketing to lift conversions.

Learners analyse online and store-level purchases to identify high-value, lapsed and cart-drop customers. They design remarketing journeys and automation plans that boost conversions across digital and marketplace channels.

#### Milestones

- Build a dataset with segmentation and buying behaviour
- Define segments and selection criteria
- Map remarketing journeys for each segment
- Create automation plans and compare ROI with new acquisition

#### Deliverables

Final report with insights, journeys and ROI outcomes.

# 4 Projects

The program includes 1 comprehensive Capstone Project that help learners apply digital marketing concepts in real-world scenarios. These projects enhance practical understanding and build a strong portfolio to showcase to potential employers.



Project 2  
Digital Marketing for a dating app

**Integrated Digital Marketing for a dating app Like:**




Project 4  
Social Media & Content Strategy for a travel portal

**Social Media & Content Marketing for MakeMyTrip**




Project 3  
E-Commerce Growth hacking for pet marketplace

**E-Commerce Growth Hacking for HeadsUpforTails**
















Project 4  
Performance Marketing Analytics for a fashion brand

**Performance Marketing Analytics for Myntra**









# 40+ Indian And Global *Case Studies*

					
Digital Revolution	Brand Personality	Data-Driven Strategy	Influencer Growth	AI-Driven Marketing	Startup to Market Leader
					
Large-Scale Customer Acquisition	Competitive Advantage through Analytics	Digital Transformation Journey	User-First Strategy	Content Marketing Empire	SEO Strategy for Global Growth

# Experiential *Learning*



## Why Sign up? *Key Benefits of the Program*

 <p><b>First of its Kind DM Program with Gen AI</b></p> <p>35 Hours of Gen AI tools training for digital marketing success, among the first courses in India to offer Gen AI Marketing</p>	 <p><b>PwC-Designed and Delivered</b></p> <p>22 hours of PwC enterprise projects, milestone based project mentorship, and masterclasses by PwC Academy</p>	 <p><b>Dual Certification</b></p> <p>Earn a dual Career247 and PwC completion certificate, along with a NASSCOM certification to boost your career prospects</p>
 <p><b>Case Studies and Project Based Learning</b></p> <p>4 Capstone Projects, 20+ Case Studies to hone your skills</p>	 <p><b>Mock Interviews &amp; Career Mentorship</b></p> <p>Personalized resume-building, interview prep &amp; feedback.</p>	 <p><b>Affordable Tuition Fees</b></p> <p>Access high-quality education without the high costs of traditional classrooms</p>



## Career Assistance



### Resume Building

Refining and polishing the candidate's resume with insider tips to help them land their dream job



### Interview Prep

Preparing candidates to ace HR and Technical interview rounds with model interview questions and answers



### Mock Interviews

Preparing candidates to face interview scenarios through 1:1 and panel mock interviews with industry veterans



### Company Test Prep Library

Access to library of company-specific assessments wherever applicable

## Hiring Landscape:

### Top Employers Are Looking For You!

#### LARGE GLOBAL COMPANIES



#### STARTUPS & MID-SIZED COMPANIES



#### DIGITAL MARKETING AGENCIES



## IIM-Grade *Faculty*



**Bibin Varughese**

Product marketing director

- 10+ years of experience in digital marketing, product strategy, and consumer behavior across BFSI, EdTech, and Consumer Tech sectors.
- Director – Product Marketing and GTM at Pine Labs, leading go-to-market strategies, branding initiatives, and digital campaigns.
- Academic experience spanning 8+ years, teaching at IIM Indore, Jain University, Great Learning, and TAPMI.
- Holds an MBA in Marketing (TAPMI) and a Master's in Business Law (NLSIU), with deep expertise in SEO, PPC, social media marketing, and revenue growth strategies.



**Akram Ali**

Digital Marketing Consultant

- 15+ years of experience in Generative AI, SEO, performance marketing, and product management, driving growth for 40+ brands across diverse industries.
- Trained over 20,000 professionals globally as a digital marketing and AI trainer, equipping them with cutting-edge, practical skills.
- Worked with top organizations like Times Internet, ZEE, NIIT, and HT Media, leading strategic initiatives and digital transformation.
- Recognized LinkedIn influencer and thought leader, conducting workshops at premier institutions including IIMs, IITs, and VIT.



**Aashay Mishra**

Director, Skilling & Higher Ed at Adda247

- 10 years of experience in skilling, higher education, and workforce development, currently serving as Director – Skilling & Higher Ed at Adda247 and Founder of PrepInsta.
- Trained 10,000+ students and professionals in SEO, paid advertising, performance marketing, and social media growth strategies over 7+ years.
- Graduate of VIT Vellore, with a strong foundation in technology, digital business, and marketing analytics.
- Known for practical, industry-relevant training, focusing on hands-on learning and real-world campaign execution for aspiring digital marketers.



**Richa Parekh**

Digital Marketing

- 17+ years of global digital marketing experience, leading successful strategies and campaigns for top brands across the US, UK, Australia, and India.
- Leadership roles at Aditya Birla Capital, Dentsu, and Rediff, delivering high-impact, data-driven marketing solutions at scale.
- Trained over 1,000 aspiring marketers, combining technical expertise with strategic insight to build industry-ready professionals.
- Recognized among the Top 40 Under 40 marketing leaders, with a Computer Engineering background and a mission to bridge the gap between theory and real-world digital marketing practice.

# Industry Faculty Powered by **pwc**



**Saurabh Banerjee**

Digital Marketing Operations Specialist & Trainer

- 14+ years of experience in SEO, PPC, Social Media & performance marketing
- Trained and mentored 500+ students and professionals across India
- Proven results in SEO, lead generation, and ROI-driven ad campaigns
- Designed and delivered custom corporate digital marketing programs
- Recognized thought leader sharing insights on SEO, AI & growth marketing



**Nishtha Choudhary**

Manager, PwC India

- 9+ years in Technology Consulting, Product/ Program Management, and Data & Analytics.
- Expertise: product design & roadmap, business analysis & requirements, Agile/ SAFe delivery, stakeholder/release management.
- Domains: marketing & media tech, marketing analytics, GenAI products, cloud transformations.



**Rohini Pradhan**

Manager, PwC India

- 10 years in Data & Analytics, Marketing Automation, and Product/Business Analysis.
- Expertise: programmatic & marketing automation, audience segmentation/insights, BI & KPI dashboards, Agile PM/Scrum
- Domains: OTT/streaming, FMCG, consumer products, regional media, digital marketing.
- Education: M.Tech (VSSUT, Burla); PGDCM (XLRI Jamshedpur, 2025).

## Who Is This Program For?



### Recent Graduates And Post Graduates

Aspiring Marketers looking to start a career in digital marketing or related fields.



### Career Changers

Professionals from non-marketing backgrounds eager to transition into the growing field of DM.



### Marketing & Sales

Professionals who want to upgrade their skills and stay competitive in the ever-evolving digital landscape.



### Entrepreneurs

Those who want to grow their brand, attract more customers, and increase revenue using digital strategies

# **pwc** Powered *Certification*

Earn a dual Career247 and PwC completion certificate, along with a NASSCOM certification to boost your career prospects



《 Career247 + **pwc** Certificate 》



《 NASSCOM Certificate 》

## SEATS ARE LIMITED.

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₹40,000 **₹38,000/- Only**

