

AI + Generative AI

Be Future Ready



Since 1997 | One Lakh Students Trained

AN ISO 9001:2015 COMPANY

Oxford Certified

Integrated Digital Marketing Course - 8 Months

Authorised Grade A Training Partner of National Skill Development Corporation,
Ministry of Skill Development, Government of India.

Integrated Digital Marketing Course - 8 Months

A job oriented course in today's Web World

Duration:- 8 Months

Affordable Fees

Adobe Illustrator

- ★ Basics of vector graphics
- ★ Tools and workspace setup
- ★ Shapes, lines & pen tool
- ★ Typography & text effects
- ★ Logo & icon design basics
- ★ Color theory in design
- ★ Export for print & web



Adobe Photoshop

- ★ Interface & tool overview
- ★ Image editing essentials
- ★ Layers & blending modes
- ★ Retouching & corrections
- ★ Social media post design
- ★ Mockups & composites
- ★ Export in web formats

Canva Essentials

- ★ Dashboard & templates
- ★ Creating social posts
- ★ Infographics & resumes
- ★ Brand kit & color use
- ★ Animated designs basics
- ★ Team collaboration tools
- ★ Export & sharing tips



Figma for Designers

- ★ Introduction to Figma UI
- ★ Wireframing techniques
- ★ Components & assets use
- ★ Prototyping & animations
- ★ Team design collaboration
- ★ UI/UX best practices
- ★ Exporting design files



HTML Basics

- ★ Structure of HTML page
- ★ Headings, lists & links
- ★ Images & multimedia tags
- ★ Forms & input fields
- ★ Tables & formatting tags
- ★ Semantic HTML concepts
- ★ Publishing HTML pages

CSS Styling

- ★ CSS selectors overview
- ★ Colors, fonts & text styles
- ★ Margins, padding & borders
- ★ Flexbox & grid layouts
- ★ Hover & active effects
- ★ Responsive design basics
- ★ Linking CSS to HTML



WordPress Basics

- ★ Installing WordPress CMS
- ★ Dashboard & settings
- ★ Choosing & editing themes
- ★ Working with plugins
- ★ Creating posts & pages
- ★ Custom menus & widgets
- ★ SEO setup in WordPress



AI Tools & Chatbots

- ★ ChatGPT for content ideas
- ★ GitHub Copilot for coding
- ★ Gemini for research tasks
- ★ Perplexity for smart search
- ★ AI in social media content
- ★ Prompting best practices
- ★ AI ethics & accuracy

Digital Marketing Intro

- ★ What is digital marketing
- ★ Traditional vs digital DM
- ★ Key DM channels overview
- ★ B2B vs B2C strategies
- ★ Setting marketing goals
- ★ Digital funnels explained
- ★ Case studies & examples



SEO Basics

- ✧ Search engine working
- ✧ Keyword research tools
- ✧ On-page vs off-page SEO
- ✧ Importance of backlinks
- ✧ SEO-friendly content tips
- ✧ Ranking factors in 2025
- ✧ SEO tools overview



On-Page SEO

- ✧ Title & meta tags use
- ✧ URL structure rules
- ✧ Image alt text basics
- ✧ Internal linking strategy
- ✧ Mobile optimization tips
- ✧ Page speed improvements
- ✧ Schema markup intro

Off-Page SEO

- ✧ Backlink building basics
- ✧ Guest blogging tactics
- ✧ Directory submissions
- ✧ Social bookmarking use
- ✧ Influencer outreach tips
- ✧ Forum participation SEO
- ✧ Measuring off-page work



Google Ads

- ★ Account & campaign setup
- ★ Keyword match types
- ★ Ad groups & targeting
- ★ Quality score factors
- ★ Search vs display ads
- ★ Conversion tracking set
- ★ Budget & bid strategies



Facebook Ads

- ★ Setting up ad manager
- ★ Audience targeting basics
- ★ Creating ad creatives
- ★ A/B testing ad sets
- ★ Remarketing on FB
- ★ Tracking conversions
- ★ Measuring ad ROI



Instagram Marketing

- ★ Profile setup & branding
- ★ Content types on Insta
- ★ Hashtag research methods
- ★ Stories & reels marketing
- ★ Influencer partnerships
- ★ Paid Insta ad campaigns
- ★ Insights & performance



LinkedIn Marketing

- ★ Optimize LinkedIn profile
- ★ B2B content strategies
- ★ Posting & article writing
- ★ Groups & community use
- ★ LinkedIn Ads setup basics
- ★ Lead generation tactics
- ★ Analytics & reporting



YouTube Marketing

- ★ Channel setup basics
- ★ SEO for video titles
- ★ Thumbnails & branding
- ★ Playlists & watch time
- ★ Monetization strategies
- ★ YouTube Ads setup
- ★ Audience engagement tips



Email Marketing

- ★ Email campaign strategy
- ★ Building subscriber list
- ★ Crafting catchy subject
- ★ Designing email layouts
- ★ Personalization tactics
- ★ Avoiding spam filters
- ★ Analytics & improvement



Analytics & Tools

- ★ Google Analytics basics
- ★ Setting up GA4
- ★ Tracking traffic sources
- ★ Heatmaps & user flows
- ★ Conversion rate metrics
- ★ KPI dashboards setup
- ★ Reporting for campaigns



Final Projects

- ★ Real-time ad campaigns
- ★ SEO audit on live site
- ★ Design social posts set
- ★ Build WordPress website
- ★ Create blog with AI help
- ★ Email marketing campaign
- ★ Present complete project



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Affordable Fees



ChatGPT



Perplexity



GitHub with
Copilot



Gemini

EXCELLENCE THROUGH INNOVATION
Quality Education & Affordable Fee



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With AI



Affordable Fee

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