



— AI INTEGRATED —

DIGITAL MARKETING

— C O U R S E —

Master the future of marketing with AI-powered strategies, tools, and real-world skills.



AI-Powered
Learning



Practical
Live Projects



Industry
Relevant Skills



Placement
Assistance

ABOUT GENZE ACADEMY

Creating Future-Ready Digital Professionals

In today's rapidly evolving digital landscape, traditional marketing strategies are no longer sufficient.

At **Genze Academy**, we have recognized the paradigm shift brought about by Artificial Intelligence and data-driven decision-making.

We offer a comprehensive, industry-aligned curriculum designed to transform beginners into highly sought-after digital marketing professionals.

Our **AI Integrated** Digital Marketing Courses are meticulously structured across three progressive levels: **Foundation**, **Professional**, and **Mastery**.

Whether you are starting from scratch or looking to upskill your existing knowledge, our ecosystem provides the exact tools, mentorship, and hands-on experience required to succeed.



OUR MISSION

To empower students with future-ready digital skills and practical expertise needed to thrive in the AI-driven economy.



OUR VISION

To become a leading academy shaping next-generation digital professionals through innovation, mentorship and career transformation.

WHY CHOOSE GENZE ACADEMY?

We don't just teach theory —
we build careers.



AI INTEGRATED CURRICULUM

Stay ahead with the latest AI tools and industry trends.



EXPERT MENTORSHIP

Learn from industry professionals with real-world experience.



PRACTICAL & HANDS-ON LEARNING

Real projects, live campaigns and practical exposure.



100% PLACEMENT SUPPORT

We are committed to placing you in the right role at the right company.



INTERNSHIP SUPPORT

Gain real-world experience with our internship opportunities.



FREELANCING & AGENCY TRAINING

Become job-ready or start your own digital marketing agency.



PORTFOLIO BUILDING

Build a professional portfolio that gets you noticed.



CAREER DEVELOPMENT

Resume building, interview preparation, personal branding & more.

OUR 3-LEVEL LEARNING JOURNEY

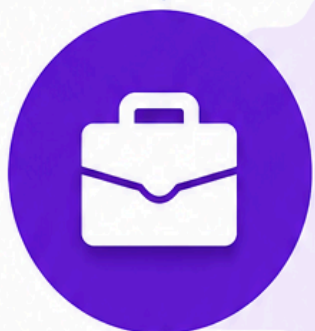
Choose Your Path. Shape Your Future.



LEVEL 1 FOUNDATION PROGRAM (BEGINNER)

3 Months

Build strong fundamentals and basic execution skills.



LEVEL 2 PROFESSIONAL PROGRAM (INTERMEDIATE)

6 Months

Hands-on execution and campaign management skills. Become job-ready.



LEVEL 3 MASTERY PROGRAM (ADVANCED)

6+ Months

Performance marketing, agency readiness, freelancing & career mastery.



From Learning to Earning – We Guide You All The Way!

LEVEL 1 – FOUNDATION PROGRAM (BEGINNER)

Duration: 3 Months



MARKETING FOUNDATIONS

- Introduction to Marketing
- Fundamentals of Marketing
- Inbound vs Outbound Marketing
- Market Research Basics
- Customer Persona Creation
- Consumer Behaviour Fundamentals



CONTENT & COMMUNICATION

- Content Marketing Strategy
- Blog Writing & Publishing
- Copywriting Basics
- English Communication
- Personality Development



DESIGN & CREATIVE BASICS

- Designing Essentials
- Graphic Designing Fundamentals
- Canva Design Mastery
- Branding Basics
- Social Media Creative Design



WEB BASICS

- Domain, Hosting & Website Basics
- Web Designing Fundamentals
- WordPress Management
- Landing Page Creation Basics



SOCIAL MEDIA FOUNDATIONS

- Introduction to Social Media Marketing
- Facebook Page Setup & Optimization
- Instagram Business Setup
- LinkedIn Optimization
- YouTube Channel Setup



AI PRODUCTIVITY

- Basics about AI tools
- AI Prompt Engineering
- AI Tools for Design & Productivity



VIDEO EDITING

- Video editing basics (CapCut)



BEGINNER PRACTICAL PROJECTS

- Personal Branding
- Blog Launch Project
- Social Media Content
- Calendar Creation

LEVEL 2 – PROFESSIONAL PROGRAM (INTERMEDIATE)

Duration: 6 Months



SEARCH MARKETING

- Advanced Keyword Research
- Search Engine Optimization (SEO)
- On-page SEO
- Off-page SEO
- Technical SEO Basics
- Local SEO (Google Business Profile)
- YouTube SEO



PAID MARKETING

- Search Engine Marketing (Google Ads)
- Google Display Ads
- Meta Ads Manager
- Lead Generation Campaigns
- Campaign Budgeting
- Ad Copywriting



ANALYTICS & TRACKING

- Google Analytics
- Google Tag Manager
- Conversion Tracking
- Campaign Reporting
- Dashboard Basics



SOCIAL MEDIA MARKETING

- Social Media Strategy
- Organic Growth Techniques
- Community Management
- Social Media Content Planning



LEAD NURTURING CHANNELS

- Email Marketing
- WhatsApp Marketing
- Marketing Funnel Basics
- CRM Basics



VIDEO & CONTENT PRODUCTION

- Video Editing (Advanced – CapCut)
- Basic Videography & Photography (Mobile)
- Short-form Video Creation (Reels/Shorts)
- Thumbnail Design
- Content Repurposing



E-COMMERCE FOUNDATIONS

- Introduction to E-commerce
- Shopify Basics / WooCommerce Basics
- Product Listing
- Conversion-focused Landing Pages



INTERMEDIATE PROJECTS

- Run Live Meta Lead Campaign
- SEO Audit Project
- Website Optimization Project
- Social Media Campaign Project

LEVEL 3 – MASTERY PROGRAM (ADVANCED)

Duration: 6+ Months



PERFORMANCE MARKETING

- Performance Marketing Strategy
- Full Funnel Marketing
- Campaign Management & Optimisation
- A/B Testing
- Retargeting / Remarketing
- ROAS / CAC / CPL Analysis
- Media Buying



ADVANCED PAID ADS

- Advanced Google Ads
- Performance Max Campaigns
- YouTube Ads
- Remarketing Campaigns
- Advanced Meta Ads Scaling



AUTOMATION & GROWTH

- Marketing Automation
- Email Automation Sequences
- WhatsApp Automation
- Chatbot Marketing
- CRM Workflow Automation



ADVANCED GROWTH CHANNELS

- Affiliate Marketing
- Influencer Marketing
- Online Reputation Management
- Referral Marketing
- LinkedIn Lead Generation
- Cold Outreach Systems



AI IN ADVANCED MARKETING

- AI Ad Creative Generation
- AI Video Creation
- AI Automation Tools
- Prompt Engineering for Marketers



BUSINESS / AGENCY ORIENTATION

- Agency Operations
- Client Communication
- Proposal Creation
- Pricing Strategy
- Freelancing Platforms (Upwork/Fiverr)
- Client Acquisition Systems
- Team Workflow Basics



CAREER DEVELOPMENT

- Placement Training
- Interview Preparation
- Resume Building
- Portfolio Setting
- Mock Interviews



CAPSTONE PROJECTS

- Live Client Campaign
- Complete Funnel Setup
- Full Brand Growth Strategy
- Portfolio Case Study Presentation

8

AI TOOLS & PLATFORMS YOU'LL MASTER



ChatGPT



Canva



Meta Ads



Google Ads



Google Analytics



Google Tag Manager



WordPress



CapCut



YouTube



LinkedIn



Shopify



Mailchimp



SEMrush



Hotjar



HubSpot

Many More...

MASTER TOOLS. BUILD SKILLS. CREATE IMPACT.

CAREER OPPORTUNITIES AFTER YOUR COURSE

- Digital Marketing Executive
- SEO Specialist
- Performance Marketer
- Social Media Manager
- Content Marketer
- Media Buyer
- Email Marketing Specialist
- Growth Marketer
- Brand Strategist
- Freelancer
- Digital Marketing Analyst
- Agency Owner / Entrepreneur

**High Demand. High Growth.
Unlimited Opportunities Await You!**



10

100% PLACEMENT SUPPORT & INTERNSHIP ASSISTANCE



100% PLACEMENT SUPPORT

We are committed to helping every student get placed in the right company.



INTERNSHIP OPPORTUNITIES

Gain real-world experience through our industry tie-ups and internship programs.



CAREER GUIDANCE

Personalized career guidance to help you choose the best path.



SOFT SKILLS & INTERVIEW PREP

From communication to confidence – we prepare you for success.



WE DON'T JUST EDUCATE, WE ELEVATE YOUR CAREER.

11

PRACTICAL LEARNING. REAL-WORLD READY.



LIVE PROJECTS

Work on real campaigns and industry projects.



PORTFOLIO BUILDING

Build a strong portfolio that showcase your skills.



INDUSTRY EXPERTS

Learn from professionals with real experience.



JOB & FREELANCE READY

Be prepared for jobs, freelancing and entrepreneurship.



Live Campaigns



Team Projects



Strategy Planning



Performance Analysis

LEARN • PRACTICE • APPLY • GROW

12 START YOUR DIGITAL CAREER JOURNEY TODAY!

Learn • Grow • Succeed with Genze Academy



GENZE — ACADEMY —

Learn the new gen digital skills



Netaji Road, Kannur



80756 43497



genzeacademy@gmail.com



www.genze.in



instagram.com/genzeacademy

ADMISSIONS OPEN – ENROLL NOW!