



st.
School
An initiative by st.

LEARN
PRACTICE
BUILD
GROW

AT POWERED

DIGITAL MARKETING

& PERFORMANCE MARKETING COURSE

LEARN AI. CREATE. GROW.

Register Now →

DURATION

99 DAYS

CLASS DURATION

**1 – 1.5 HOURS
PER DAY**

DAYS

**MONDAY –
SATURDAY**

MODE

**OFFLINE + ONLINE
(HYBRID)**

LEVEL

BEGINNER TO ADVANCED



**DIEAS
STRATEGY
CAMPAIGNS
RESULTS**

TOOLS WE COVER

INDUSTRY TOOLS. PRACTICAL SKILLS. REAL RESULTS.

Work with the most relevant AI and digital marketing tools used in today's industry.



01 AI & CONTENT TOOLS

Create high-quality content, images, videos and research with AI.



ChatGPT



Gemini



Claude



DALL-E



Higgsfield



Nim AI



Freepik AI



Canva AI



Meta AI



Leonardo AI



Nano Banana



Kling AI

02

MARKETING & ANALYTICS TOOLS

Plan, manage and analyse your digital marketing campaigns.



Google Analytics 4



Google Tag Manager



Meta Business Suite



Meta Events Manager



Google My Business



ManyChat



Apify



Higgsfield

03

ADS & CAMPAIGN TOOLS

Run and optimise campaigns across multiple platforms.



Meta Ads



Google Ads



YouTube Ads



LinkedIn Ads



ChatGPT Ads Manager



Google Keyword Planner



Audience Manager



CAPI

04

SEO, RESEARCH & AUTOMATION TOOLS

Improve search visibility, research better and automate tasks.



SEMrush



SurferSEO



Perplexity



Google Keyword Planner



Zapier



n8n



Custom GPT



CapCut AI

COURSE HIGHLIGHTS

A structured curriculum to take you from fundamentals to real-world implementation.

01

LEVEL 1

SOCIAL MEDIA MANAGERS

- Marketing Fundamentals
- Prompt Engineering
- Audience Personas
- Social Media Strategy
- Social Media Analytics
- Generative AI (Image & Video)
- Manual + AI Video Editing (Canva)



02

LEVEL 2

PERFORMANCE MARKETERS

- Paid vs Organic Reach
- Ads Strategy
- Ad Setup (Google, YouTube, Meta, LinkedIn, ChatGPT)
- Keyword Planner, Audience Manager
- Events Manager, CAPI
- Capstone Projects + Presentation



03

GROWTH MARKETING STRATEGIES

- Breaking Problem Statements
- Growth Strategies
- Setting up Tracking
- GTM, Google Analytics 4, Meta Pixels
- Digital Media Planning
- WhatsApp Marketing



04

SEO/AIO/GEO & AI AGENTS

- Keyword Research using AI Tools
- On-page & Off-page SEO
- Schema & Meta Optimization
- AI Content Generation for Blogs
- YouTube SEO & Shorts Optimization
- Building AI Agents
- Task Automations



WHO CAN JOIN?

This course is designed for anyone who wants to build a career in the future of marketing.

IDEAL FOR

WHO CAN JOIN?



Students

Explore a creative and high-growth career



Fresh Graduates

Build industry-ready skills



Content Creators

Grow your audience and monetise better



Social Media Managers

Upgrade to strategic and data-driven marketing



Entrepreneurs

Market your own business effectively



Marketing Professionals

Stay ahead with AI and latest trends



Freelancers

Get more clients and higher value projects



Working Professionals

Switch or grow in your digital marketing career

WHY CHOOSE

THIS PROGRAM?



80% Practical Training

Learn by doing real projects



Real-World Projects

Work on live brand & campaign projects



AI + Digital Marketing

The most in-demand skill combination



Industry Exposure

Guest sessions from industry experts



Weekly Assignments

Consistent practice and feedback



1:1 Mentoring

Personalised guidance



Portfolio Development

Build a professional portfolio



Job Assistance

Get placement and freelance opportunities

LEARN TODAY.
CREATE TOMORROW.

SKILLS | PROJECTS | OPPORTUNITIES



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PLACEMENT NETWORK

HIRING PARTNERS

Our students are placed with agencies and brands actively hiring AI-first marketing talent.

Tamada Media

3 DM

8 Views

Ingenious

Nukesynth

Emporia

...and many more

MASTER AI-POWERED DIGITAL MARKETING.

SKILLS | PROJECTS | OPPORTUNITIES



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LEARN
PRACTICE
BUILD
GROW

INVEST IN YOUR FUTURE

Learn in-demand skills, work on real projects and build a career in AI + Digital Marketing with industry guidance.



COURSE FEE

~~₹60,000/-~~

ST. COLLABORATION PRICE

₹40,000/-

- ✓ 99 Days Program
- ✓ Monday – Saturday
- ✓ 1 – 1.5 Hours Per Day
- ✓ Offline + Online (Hybrid)
- ✓ Beginner to Advanced
- ✓ Recorded Sessions Access
- ✓ Live Doubt Support
- ✓ Assignments & Projects
- ✓ Industry Expert Guidance
- ✓ Certificate on Completion

CERTIFICATION

COURSE COMPLETION CERTIFICATE

Get certified and showcase your skills with real-world projects in your portfolio.



FOR MORE DETAILS

PLEASE CONTACT



Maneesha.Nare

8498963240

Register Now



Take the next step towards a future-ready career.