



# Digital Marketing with Gen AI



**Training Partner SkillsXAI**

## ABOUT SKILLSPRO

SkillsPro (unit of DPS Institute of Vocational Studies Pvt. Ltd) is an AI skilling platform built for India. Every course is hands-on, project-based, and mentored by working professionals. We don't just teach tools — we train you to use AI to get results, get hired, and build things that matter.

**Training Partner SkillsXAI**

### 3 Months

Complete course duration.  
Full curriculum covered.

## WHY SKILLSPRO?

### Zero to Job-Ready

We start from absolute basics. No prior degree or experience required for any course.

### AI-First Curriculum

Every course integrates the latest AI tools used by real companies right now — not outdated theory.

### Project-Based Learning

Resume building, mock interviews, portfolio review, and job referrals included.

### Live Mentorship

Every session is live with working professionals. Ask questions, get real-world answers.

### Placement Support

You build real projects every month. By the end you have a portfolio, not just a certificate.

### Recorded Sessions

Miss a class? Every session is recorded and available for replay anytime you want.

## WHAT'S INCLUDED IN YOUR ENROLMENT

**Doubt Resolution** Ask questions during class and in our community group

**AI Tools Access Guidance** Learn to access and use every tool taught in the course

**Completion Certificate** SkillsPro certificate upon successful course completion

**Community Access** Lifetime access to the SkillsPro alumni network

## Ready to Transform Your Career?

Join thousands of students already learning AI skills at SkillsPro.



# Digital Marketing with Gen AI

AI-first marketing — create ads, generate content and grow brands at 10x speed.

## AI-generated ads, AI video creation & open source ad models — the future of marketing, today

This is not a traditional digital marketing course. It is a next-generation AI-first marketing programme. You will create jaw-dropping ad visuals and videos using AI image and video generation tools, run high-converting campaigns with AI optimisation, and master the emerging world of AI-generated advertising using open source models — the future of marketing that is already reshaping the industry. One skilled AI marketer today does what entire teams did before.

**WHO IS THIS FOR?** Any stream — especially Arts, Commerce & Business. Entrepreneurs and freelancers highly welcome.

### FULL CURRICULUM

12 weeks • Phase-by-phase progression

**PHASE 1 — Month 1**  
**MARKETING + AI CONTENT**

- Digital Marketing Fundamentals
- AI Copywriting with ChatGPT
- SEO Basics & Keyword Research
- Canva AI — Design for Marketing
- AI Image Generation — Midjourney
- Stable Diffusion for Ad Creatives
- Content Strategy with AI
- WordPress & Landing Page Basics

**PHASE 2 — Month 2 PAID**  
**ADS + AI VIDEO**

- Meta Ads Manager — Campaigns
- Google Ads & Performance Max
- AdCreative.ai — AI Ad Generation
- AI Video Ads — Runway ML
- Kling AI / Sora for Video Ads
- HeyGen — AI Spokesperson Videos
- ElevenLabs — AI Voiceovers for Ads
- A/B Testing
- Ad Creatives with AI

**PHASE 3 — Month 3 ADVANCED**  
**AI ADVERTISING**

- Open Source AI Models for Ad Gen
- AI-Generated Ad Campaigns (Future)
- Google Analytics 4 & Reporting
- SEMrush / Ahrefs — SEO Mastery
- Email Marketing with Mailchimp AI
- YouTube SEO & Video Marketing
- Full Campaign Strategy with AI
- Capstone — Live Ad Campaign Project

### TOOLS YOU WILL MASTER

- Meta Ads Manager
- Google Ads
- AdCreative.ai
- Midjourney
- Stable Diffusion
- Runway ML
- Kling AI / Sora
- HeyGen
- ElevenLabs
- ChatGPT Copywriting
- Canva AI
- SEMrush / Ahrefs
- Google Analytics 4
- Mailchimp AI
- WordPress
- Meta Business Suite

### WHAT YOU WILL ACHIEVE

- Create high-quality AI images and videos for ads & promotions
- Run profitable campaigns on Meta and Google Ads independently
- Use AI to generate ad creatives in minutes, not days
- Produce AI voiceovers and spokesperson video ads
- Understand and use open source AI models for advertising
- Deliver end-to-end campaigns from strategy to execution

### SALARY OUTLOOK

**Rs. 3.5 – 7 LPA**  
Fresher / Entry Level  
Per Annum CTC

**Rs. 9 – 18 LPA**  
Experienced (2-4 yrs)  
Per Annum CTC

**+65% Job Growth**  
AI marketer jobs grew in  
2025