

**Information Booklet cum
Syllabus
Of
AI-Powered Digital Marketing Professional (AIDMP)

Revision-I**



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National Institute of Electronics and Information Technology

An Autonomous Scientific Society under
Ministry of Electronics and Information Technology, Government of India

NIELIT Extension Centre Lucknow NIELIT Lucknow
Sumit Complex, A-1/9, Vibhuti Khand,
Gomti Nagar, Lucknow – 226010

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1. About Course

The course '**AI-Powered Digital Marketing Professional (AIDMP)**' is a comprehensive curriculum that caters to every aspirant who wants to do something big in digital marketing. In today's world everyone is connected in the web sphere. Digital Marketing enables us to harvest the capabilities of every online platform in the best possible way. This course is designed with a vision that we'll start with the fundamentals and finish at the most optimum level that exists at that time.

2. NIELIT

National Institute of Electronics and Information Technology, NIELIT, (Erstwhile DOEACC Society) is an autonomous scientific society of the Ministry of Electronics & Information Technology, Government of India. The Society is registered under the Societies Registration Act, 1860. NIELIT was set up to carry out Human Resource Development and related activities in the area of Information, Electronics & Communications Technology (IECT). NIELIT is engaged both in Formal & Non- Formal Education in the areas of IECT besides development of industry-oriented quality education and training programs in the state-of-the-art areas. NIELIT has endeavored to establish standards to be the country's premier institution for Examination and Certification in the field of IECT. It is also one of the National Examination Body, which accredits institutes/organizations for conducting courses in IT and Electronics in the non-formal sector.

3. Objective of Course

The demand for **AI-powered Digital Marketing professionals** is growing rapidly across industries such as Real Estate, E-commerce, Education, Healthcare, and Retail. With advancements in Artificial Intelligence, Performance Marketing, Social Media, and Marketing Automation, businesses are seeking professionals who can create engaging content, manage social media, run advertising campaigns, generate quality leads, and automate marketing workflows using AI.

This course is designed to provide hands-on training using industry-standard tools such as **ChatGPT, Canva, CapCut, Meta Ads Manager, Google Ads, Google Analytics, and AI automation platforms like n8n**, enabling learners to become job-ready Digital Marketing Executives.

After completing the module, the learner will be able to:

- Understand the fundamentals of Digital Marketing and AI-powered Marketing.
- Create professional marketing creatives using Canva and AI tools.
- Edit images, videos, Reels, and YouTube Shorts for social media marketing.
- Apply Prompt Engineering to generate high-quality marketing content and ad creatives.
- Plan, create, and optimize Meta (Facebook & Instagram) and Google Ads campaigns.
- Generate and manage quality leads using CRM, Excel, and Google Sheets.
- Analyze campaign performance using Google Analytics and key marketing metrics.

- Manage and publish content across Facebook, Instagram, YouTube, and X (Twitter).
- Automate marketing workflows and lead generation using AI Agents (n8n).
- Execute a complete digital marketing campaign as a real-world industry project.

4. Job Roles of Course

After successful completion of the course, learners can work as:

- Marketing Executive
- Digital Marketing Executive
- Performance Marketing Executive
- Social Media Marketing Executive
- Meta & Google Ads Executive
- Content Creator / Canva Designer
- Lead Generation Executive

5. Eligibility

Any 10+2 pursuing / completed.

6. Total duration of the Course

60 Hours (Theory: 20 Hrs, Practical/Tutorial: 40 Hrs)

7. Course Details

Course Outline and Objective of Each Unit

S. No.	Unit Name	Duration (Theory) in Hours	Duration (Practical) in Hours	Total Learning Hrs.	Learning Objectives
1	Introduction to Digital Marketing & AI Marketing	5	10	15	After completion of this module, the learner will be able to: • Understand the fundamentals of Digital Marketing and AI in Marketing. • Differentiate between Organic and Paid Marketing. • Create professional social media creatives using Canva. • Apply branding principles, typography, and color psychology in designs. • Use Prompt Engineering and AI tools to generate marketing content, posters, and ad creatives. • Design marketing assets such as posts, banners, brochures, and presentations using Canva and AI tools.

2	Photography, Image Editing & Video Marketing	5	10	15	After completion of this module, the learner will be able to: ● Capture photos and videos for marketing. ● Edit images and videos using industry tools. ● Create Reels, Shorts, and promotional videos. ● Apply audio, transitions, subtitles, and effects. ● Use AI tools for video creation and enhancement.
3	Performance Marketing (Meta & Google Ads)	5	10	15	After completion of this module, the learner will be able to: ● Create and manage Meta & Google Ads campaigns. ● Target the right audience and optimize campaign budgets. ● Set up Meta Pixel and basic conversion tracking. ● Analyze campaign performance using key metrics. ● Generate quality leads through paid advertising.

4	Lead Management, Social Media Management & AI Automation	5	10	15	After completion of this module, the learner will be able to: ● Manage leads using CRM, Excel, and Google Sheets. ● Create landing pages and lead forms. ● Manage and publish content on Facebook, Instagram, YouTube, and X (Twitter). ● Analyze campaign performance and prepare marketing reports. ● Automate marketing and lead generation using AI Agents (n8n). ● Execute a complete digital marketing campaign as a final project.
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Detailed Syllabus

Unit Name	Contents	Hrs.
Introduction to Digital Marketing & AI Marketing	• Introduction to Digital Marketing • Digital Marketing Ecosystem • Marketing Funnel & Customer Journey • Organic vs. Paid Marketing • Branding vs. Performance Marketing • Introduction to AI in Marketing • AI Tools (ChatGPT, Gemini, Claude, Canva AI) • Canva Interface & Templates • Design Principles, Typography & Color Psychology • Social Media Posts, Posters, Presentations & Flyers • Brand Kit & Advanced Canva Tools • Brochures, Carousels, Banners & Thumbnails • Prompt Engineering for Marketing • AI Copywriting • AI Image Generation & Creative Design • Marketing Creatives using Canva & AI Tools • Branding & Portfolio Project	15
Photography, Image Editing & Video Marketing	• Photography & Video Shooting Fundamentals • Camera Settings, Angles, Lighting & Composition Techniques • Product, Real Estate & Social Media Photography • Image Editing using Canva, AI Tools & Photo Enhancement Techniques • Video Editing using CapCut, VN Editor & Canva Video • Audio Editing, Background Music, Voice-over & Subtitles • Instagram Reels, Facebook Reels & YouTube Shorts Creation • AI-powered Video Generation, Enhancement & Motion Effects • Promotional Video & Social Media Content Creation Project	15

Performance Marketing (Meta & Google Ads)	• Meta Business Suite & Business Manager • Facebook & Instagram Ads • Google Search, Display & YouTube Ads • Audience Targeting & Keyword Research • Budget Planning & Campaign Optimization • Meta Pixel & Conversion Tracking • Google Analytics (Basics) • Campaign Performance Analysis (CTR, CPC, CPL, • ROI, ROAS) • Lead Generation & A/B Testing	15
Lead Management, Social Media Management & AI Automation	• Landing Pages & Lead Forms • CRM, Excel & Google Sheets • Lead Management & Customer Follow-up • Social Media Management (Facebook, Instagram, YouTube & X/Twitter) • Content Scheduling & Publishing • Meta Business Suite & YouTube Studio Basics • WhatsApp & Email Marketing • Campaign Reporting & Performance Analysis • AI Agents & Marketing Automation (n8n) • AI-powered Lead Generation & Social Media Automation Workflows • Final Capstone Project & Portfolio Presentation	15

8. Reference Books/Study Material

- Study Material provided by NIELIT Lucknow
- <https://learn.microsoft.com>
- <https://developers.google.com>
- <https://skillshop.withgoogle.com>
- <https://www.facebook.com/business/learn>
- <https://www.canva.com/designschool>
- <https://n8n.io/docs>

9. Practical Assignments

Assignment 1.

Design a complete branding kit for a business, including logo, social media posts, poster, brochure, and presentation using Canva.

Assignment 2.

Generate marketing content using AI tools, including prompts, captions, headlines, ad copies, hashtags, and AI-generated promotional creatives.

Assignment 3.

Capture product/property photos and create professional marketing visuals using Canva and AI image editing tools.

Assignment 4.

Create a 30-second Instagram Reel and a YouTube Short using CapCut/VN Editor with transitions, subtitles, background music, and AI voice-over.

Assignment 5.

Create and optimize a Meta (Facebook & Instagram) Lead Generation campaign with audience targeting, budget planning, Meta Pixel, and conversion tracking.

Assignment 6.

Create a Google Search Campaign with keyword research, ad copy, audience targeting, and basic campaign optimization.

Assignment 7.

Create a landing page, manage leads using CRM, Excel/Google Sheets, and prepare a campaign performance report using marketing metrics (CTR, CPC, CPL, ROAS, ROI).

Assignment 8.

Manage and publish content on Facebook, Instagram, YouTube, and X (Twitter), and prepare a weekly content calendar using Meta Business Suite.

Assignment 9.

Develop a complete AI-powered Digital Marketing project by integrating Canva, AI tools, Meta Ads, Google Ads, CRM, social media marketing, and an AI Agent workflow using n8n for automated lead generation and customer follow-up.
