

● TECHFELIX ACADEMY

COMPLETE COURSE SYLLABUS

# AI Digital Marketing Course in Mohali

Prompt Engineering · AI SEO · AI Ads · AI Content · AI Analytics

**8**

Modules

**65+**

Topics

**4+**

Live Projects

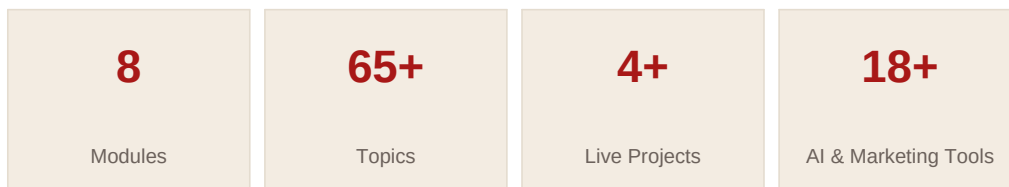
**18+**

AI & Marketing Tools

## PROGRAM OVERVIEW

# Combine Marketing Strategy with Practical AI Tools

This is the complete, topic-by-topic syllabus for TechFelix Academy's AI Digital Marketing Course in Mohali — every subject taught across the program, in the order it's delivered. Designed for marketers who want to work faster and make smarter decisions with AI, not replace their judgement with a chatbot.



## COURSE AT A GLANCE

Module 01 — Introduction to AI in Digital Marketing

Module 03 — AI Content Creation & Copywriting

Module 05 — AI for Google Ads & Performance Marketing

Module 07 — AI Email Marketing & Automation

Module 02 — Prompt Engineering for Marketers

Module 04 — AI-Powered SEO

Module 06 — AI Social Media Marketing

Module 08 — AI Analytics & Reporting

**MODULE 01**

# Introduction to AI in Digital Marketing

*Understand how AI is changing digital marketing and where it genuinely helps.*

**WHAT YOU'LL LEARN**

- Introduction to Artificial Intelligence
- AI vs. traditional digital marketing
- Machine learning basics
- Generative AI for marketing
- AI trends in digital marketing
- Benefits & limitations of AI
- Ethical use of AI
- Responsible AI practices

**TOOLS**

Concept-based module

**PRACTICAL ACTIVITY**

Explore popular AI marketing tools and understand their real-world applications.

**MODULE 02**

# Prompt Engineering for Marketers

*Write prompts that produce accurate, engaging, on-brand marketing content.*

**WHAT YOU'LL LEARN**

- Prompt engineering basics
- Writing effective prompts
- Role-based prompting
- Content generation prompts
- SEO prompt templates
- Advertising prompt templates
- Social media prompt templates
- Workflow automation prompts

**TOOLS**

ChatGPT, Claude, Gemini

**PRACTICAL ACTIVITY**

**Create reusable prompt libraries for blogs, ads, emails and social media.**

**MODULE 03**

# AI Content Creation & Copywriting

*Use AI to create engaging, SEO-friendly content while keeping originality and brand voice.*

**WHAT YOU'LL LEARN**

- AI blog writing
- Landing page copy
- Product descriptions
- Email campaigns
- Ad copy creation
- Social media captions
- Content editing
- AI-assisted proofreading

**TOOLS**

ChatGPT, Gemini, Claude, Canva AI

**PRACTICAL ACTIVITY**

**Create content for a business campaign using AI tools and refine it for quality and accuracy.**

**MODULE 04****AI-Powered SEO**

*Streamline keyword research, content planning and technical analysis with AI.*

**WHAT YOU'LL LEARN**

- AI keyword research
- Content clustering
- Search intent analysis
- AI SEO audits
- AI content optimisation
- Technical SEO assistance
- AI Overview optimisation
- EEAT & AEO strategies

**TOOLS**

AI SEO tools

**PRACTICAL ACTIVITY**

**Optimise a website page using AI-assisted SEO workflows.**

**MODULE 05**

# AI for Google Ads & Performance Marketing

*Use AI to automate bidding, audience targeting and campaign optimisation.*

**WHAT YOU'LL LEARN**

- Smart Bidding
- Performance Max campaigns
- AI audience targeting
- AI ad copy generation
- Campaign optimisation
- Conversion prediction
- Budget optimisation
- Performance analysis

**TOOLS**

Google Ads AI features

**PRACTICAL ACTIVITY**

**Create and optimise a Google Ads campaign using AI recommendations.**

**MODULE 06**

# AI Social Media Marketing

*Use AI to plan, create, schedule and optimise campaigns across platforms.*

**WHAT YOU'LL LEARN**

- AI content calendar
- AI caption writing
- Hashtag generation
- AI image creation
- AI video ideas
- Content repurposing
- Audience engagement
- Performance optimisation

**TOOLS**

Canva AI, ChatGPT

**PRACTICAL ACTIVITY**

**Build a one-month  
AI-powered social media  
strategy for a business.**



**MODULE 07**

# AI Email Marketing & Automation

*Use AI to improve personalisation, segmentation and campaign performance.*

**WHAT YOU'LL LEARN**

- AI email copywriting
- Subject line optimisation
- Audience segmentation
- Personalised campaigns
- Marketing automation
- Lead nurturing
- Email performance analysis
- Workflow optimisation

**TOOLS**

Zapier, Make

**PRACTICAL ACTIVITY**

**Create an AI-assisted email campaign with automated customer journeys.**

**MODULE 08**

# AI Analytics & Reporting

*Use AI to analyse data, identify trends and make better marketing decisions.*

**WHAT YOU'LL LEARN**

- Marketing dashboards
- Google Analytics 4 (GA4)
- AI reporting tools
- Campaign insights
- Predictive analytics
- KPI tracking
- Data visualisation
- Performance recommendations

**TOOLS**

Google Analytics 4, Looker Studio

**PRACTICAL ACTIVITY**

**Build a marketing dashboard and generate AI-assisted performance reports.**

TOOLKIT

Tools You'll Work With

Hands-on experience with the same software agencies and in-house teams use every day.

|                     |                       |                  |                        |
|---------------------|-----------------------|------------------|------------------------|
| ChatGPT             | Google Gemini         | Claude           | Microsoft Copilot      |
| Notion AI           | Canva AI              | Adobe Express AI | CapCut AI              |
| Google Analytics 4  | Google Search Console | Google Ads       | Google Keyword Planner |
| Google Trends       | Looker Studio         | Zapier           | Make                   |
| Meta Business Suite | Google Tag Manager    |                  |                        |

CAREER OUTCOMES

As businesses adopt AI-powered workflows, professionals who combine marketing fundamentals with AI expertise are becoming highly valuable across every industry.

|                                  |                                 |
|----------------------------------|---------------------------------|
| AI Digital Marketing Executive   | AI Content Strategist           |
| SEO Specialist with AI Expertise | Performance Marketing Executive |
| Marketing Automation Specialist  | Digital Marketing Analyst       |
| AI Marketing Consultant          | Freelance AI Digital Marketer   |

## PORTFOLIO

## Live Projects You'll Complete

|                                         |                                                                           |
|-----------------------------------------|---------------------------------------------------------------------------|
| <b>Reusable Prompt Library</b>          | Build a working prompt library for blogs, ads, emails and social content. |
| <b>AI-Assisted Page Optimisation</b>    | Optimise a real website page end-to-end using AI SEO workflows.           |
| <b>AI-Optimised Google Ads Campaign</b> | Create and optimise a live campaign using AI recommendations.             |
| <b>AI Marketing Dashboard</b>           | Build a dashboard and generate an AI-assisted performance report.         |

## WHO THIS COURSE IS FOR

|                            |                   |
|----------------------------|-------------------|
| Students & fresh graduates | Digital marketers |
| Business owners            | Freelancers       |
| Content writers            | SEO professionals |
| Social media managers      | Entrepreneurs     |

### Ready to start?

Book a free demo class or talk to our counsellor to plan your batch.

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