



Scholar'sEdge Academy

"From Vision To Venture"

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DIGITAL MARKETING



COURSE BROCHURE

WELCOME TO OUR INSTITUTE

Welcome Message



Welcome to Scholar'sEdge Academy where learning meets opportunity and potential transforms into success.

We are delighted to have you join our growing community of ambitious learners, innovators, and future professionals. At Scholar'sEdge, we believe that education should go beyond textbooks and classrooms. Our mission is to equip you with practical skills, real-world experience, and the confidence needed to excel in today's competitive professional landscape.

At Scholar'sEdge Academy, we are committed to maintaining high standards of quality, professionalism, and industry relevance in our training programs. As part of our commitment to excellence, learners receive professionally recognized certifications that reflect their skills, dedication, and successful completion of the program.

Upon successful completion of our training programs, learners receive professionally recognized certifications that validate their skills, practical experience, and dedication to continuous growth. These credentials enhance career prospects, strengthen professional portfolios, and demonstrate industry readiness to employers worldwide.

Transforming Aspirations into Achievements by empowering students with industry-leading skills, real-world experience, and the mindset to thrive, innovate, and lead in tomorrow's world.

Our certifications are supported by recognized quality and business standards, providing learners with credible credentials that enhance their professional profiles and demonstrate their commitment to continuous learning. These certifications serve as valuable proof of achievement and can help strengthen resumes, portfolios, and career opportunities in today's competitive job market.

Company Over View



Company Culture

At Scholar'sEdge Academy, we cultivate a culture of learning, innovation, collaboration, and growth. We believe education should be practical, supportive, and empowering, where every learner feels encouraged to ask questions, build confidence, and develop real-world skills.

Our History

Scholar'sEdge Academy exists to bridge the gap between academic learning and industry requirements by focusing on practical skills, confidence-building, and career readiness. Through hands-on, skill-based education, we empower learners to transform their knowledge into real-world success.

Our Mission

To empower students, graduates, and professionals with industry-relevant, practical skills through hands-on training, expert mentorship, and real-world experience, enabling them to build successful careers with confidence and competence.

The Goals

At Scholar'sEdge Academy, our goal is to bridge the gap between traditional education and industry expectations by transforming learners into confident, skilled, and job-ready professionals. We aim to provide practical, hands-on learning experiences that empower students to build real-world expertise, gain valuable industry exposure, and achieve long-term career success.

Our Value

01 Practical Learning

We believe knowledge becomes truly valuable when it is applied in real-world situations. Through hands-on training, live projects, and practical problem-solving, learners gain industry-relevant experience. Our approach ensures students develop the skills and confidence needed to succeed in their careers.

02 Integrity

We uphold the highest standards of honesty, transparency, and professionalism in everything we do. By fostering trust, accountability, and ethical practices, we create a learning environment where students can grow with confidence and credibility.

03 Continuous Growth

We believe learning is a lifelong journey. By encouraging curiosity, adaptability, and continuous skill development, we empower learners to stay relevant, embrace new opportunities, and achieve long-term success in an ever-evolving world.



Enhancing Your Learning Journey



Weekend Activities & Skill Development

Engage in interactive workshops, coding challenges, expert talks, and skill-building sessions designed to enhance your learning experience.

Develop technical expertise, confidence, leadership, and professional skills beyond the classroom



ISO & MSME Recognition

Scholar'sEdge Academy is committed to delivering quality, industry-focused education aligned with professional standards. Our ISO-backed quality practices and MSME recognition reflect our dedication to excellence, credibility, and continuous improvement. Learners benefit from trusted certifications that enhance their professional profile and demonstrate their commitment to skill development.



Internship Opportunities

Learning goes beyond the classroom at Scholar'sEdge Academy. Through our structured internship programs, students gain practical exposure to real-world projects, industry workflows, and professional environments. This hands-on experience helps bridge the gap between learning and employment while strengthening career readiness.



Learning Management System (LMS)

Our advanced Learning Management System provides students with seamless access to learning resources, course materials, assignments, project guidelines, and progress tracking tools. The LMS ensures a flexible, organized, and engaging learning experience that supports continuous growth both inside and outside the classroom.

What To Expect

What We Expect From You

At Scholar'sEdge Academy, you will experience practical, hands-on learning that prepares you for real-world challenges. Our industry-focused programs combine expert mentorship, live projects, and skill-based training to build your confidence and expertise. You will gain valuable experience, create a professional portfolio, and develop career-ready skills. Every step of your journey is designed to help you learn, grow, and succeed.

What We Expect From You

At Scholar'sEdge Academy, we expect learners to approach their journey with dedication, curiosity, and a willingness to learn. Active participation, consistent effort, and a commitment to completing projects and assignments are essential for success. By embracing challenges, seeking continuous improvement, and maintaining a positive attitude, you can make the most of every opportunity and achieve your career goals.

Success is a partnership between the academy and the learner. We expect you to be committed, proactive, and eager to learn, while taking ownership of your growth and development. Attend sessions regularly, engage actively in projects and discussions, and be open to feedback and continuous improvement. With the right mindset and dedication, you can unlock your full potential and achieve meaningful career success.



WHY CHOOSE US

TRANSFORMING POTENTIAL INTO SUCCESS

01 Industry-Focused Learning

Our curriculum is designed to align with current industry demands and emerging technologies. Learn skills that employers value and apply them in real-world scenarios.

02 Expert Mentorship & Hands-On Experience

Learn directly from industry professionals while working on practical projects and case studies. Gain the confidence and experience needed to solve real business challenges.



03 Career-Readiness with the 4+2 Model

Benefit from 4 months of intensive training followed by 2 months of internship experience. Build a professional portfolio and graduate with practical industry exposure.



Certifications & Recognition

Our commitment to quality, skill development, and industry-oriented learning helps students build a strong professional foundation that is recognized and valued by employers worldwide.



MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम
OUR STRENGTH • हमारी शक्ति

Ministry of MSME, Govt. of India



ISO Certified Organization

Committed to internationally recognized quality standards, ensuring structured learning, professional training practices, and continuous improvement in education delivery.

NSDC Skill Development Focus

Focused on developing job-ready skills, practical competencies, and employability through industry-oriented training and experiential learning.

AICTE-Aligned Learning Approach

Our training methodology is designed to support industry-relevant technical education, practical learning, and career readiness aligned with modern professional standards.

MSME Registered Enterprise

Recognized by the Government of India, promoting innovation, entrepreneurship, skill development, and industry-focused learning opportunities.

Students benefit from learning in an institution that follows recognized quality standards, industry-oriented practices, and skill development frameworks designed to enhance employability and professional growth.

Student Benefits :

- Learn in a quality-focused and professionally managed environment
- Gain industry-relevant skills aligned with current market demands
- Enhance credibility with certifications from a recognized institution
- Improve employability through practical and job-oriented training
- Benefit from structured learning, projects, and internship opportunities
- Build confidence with training that follows recognized standards

Your Journey to Success

The journey continues with internship opportunities and professional exposure, allowing you to gain valuable experience in a real work environment. By the end of the program, you will have the skills, practical experience, and confidence needed to pursue career opportunities and succeed in today's competitive job market.



Learn

Build a strong foundation through structured, industry-focused training guided by experienced mentors. Gain the knowledge and technical skills needed to excel in your chosen field.



Practice

Apply your learning through hands-on projects, assignments, and real-world problem-solving activities. Develop confidence by transforming theoretical concepts into practical solutions.



Experience

Gain valuable industry exposure through internships, mentorship, and collaborative project work. Learn professional practices and understand how skills are applied in real workplace environments.



Achieve

Graduate with a professional portfolio, recognized certifications, and job-ready skills. Step into your career with confidence, credibility, and the ability to make an impact.



DIGITAL MARKETING & PERFORMANCE MARKETING

Duration: 6 Months (4 Months Training + 2 Months Industry Internship)

Program Objective

Master modern digital marketing, performance advertising, AI-powered marketing, analytics, automation, and growth strategies through hands-on projects, live campaigns, and real-world internship experience.

PROGRAM STRUCTURE

PHASE 1

DIGITAL MARKETING FOUNDATIONS & CONTENT CREATION

Module 1: Digital Marketing Launchpad

Topics Covered

Introduction to Digital Marketing

- Evolution of Digital Marketing
- Traditional vs Digital Marketing
- Digital Marketing Ecosystem
- Marketing Channels Overview
- Understanding Consumer Behavior

Marketing Fundamentals

- STP Framework (Segmentation, Targeting, Positioning)
- Marketing Funnel
- Customer Journey Mapping
- Buyer Personas
- Brand Awareness & Lead Generation

Professional Branding

- Personal Branding
- LinkedIn Optimization
- Portfolio Creation
- Digital Presence Management

Practical Activities

- ✓ LinkedIn Profile Optimization
- ✓ Competitor Analysis
- ✓ Customer Persona Development
- ✓ Brand Research Assignment

Module 2: Content Creation & Creative Marketing Studio

Topics Covered

Content Marketing

- Content Strategy
- Content Planning
- Content Calendar Development
- Content Funnel Creation

Copywriting

- Marketing Psychology
- Ad Copywriting
- Sales Copywriting
- Landing Page Writing
- Email Copywriting

Visual Content Creation

- Canva Fundamentals
- Social Media Designs
- Brand Kit Creation
- Creative Design Principles

AI-Powered Content Creation

- ChatGPT for Marketing
- AI Content Generation
- AI Design Tools
- AI Video Creation

Practical Activities

- ✓ Social Media Content Calendar
- ✓ 30-Day Content Plan
- ✓ Brand Content Portfolio
- ✓ Marketing Creatives Design

Mini Project

Brand Content Strategy Development

PHASE 2

SEARCH ENGINE & SOCIAL MEDIA MARKETING

Module 3: SEO, AEO & GEO Mastery

Topics Covered

Search Engine Optimization (SEO)

Keyword Research

- Search Intent
- Keyword Types
- Competitor Keyword Analysis
- Long Tail Keywords

On-Page SEO

- Meta Titles
- Meta Descriptions
- URL Structure
- Heading Optimization
- Internal Linking

Technical SEO

- Site Architecture
- Crawlablity
- Indexing
- Core Web Vitals
- Mobile Optimization

Off-Page SEO

- Link Building
- Guest Posting
- Local Citations
- Brand Mentions

Local SEO

- Google Business Profile
- Local Ranking Strategies
- Review Management

Modern Search Optimization

AEO (Answer Engine Optimization)

- Featured Snippets
- Voice Search Optimization
- AI Search Visibility

GEO (Generative Engine Optimization)

- AI Search Optimization
- ChatGPT Search Visibility
- Google AI Overview Optimization

Tools

- Google Search Console
- Google Analytics
- Ahrefs
- SEMrush
- Ubersuggest

Practical Activities

- ✓ SEO Audit
- ✓ Website Optimization
- ✓ Keyword Research Project

Mini Project

Complete SEO Strategy Report

Module 4: Social Media Growth Engineering

Topics Covered

Social Media Strategy

- Platform Selection
- Audience Analysis
- Content Planning

Instagram Marketing

- Reels Strategy
- Stories Strategy

- Content Growth Techniques
- Hashtag Research

Facebook Marketing

- Community Building
- Business Pages
- Organic Growth

LinkedIn Marketing

- Personal Branding
- B2B Marketing
- Lead Generation

YouTube Marketing

- Channel Setup
- Video SEO
- Content Planning

Practical Activities

- ✓ Personal Brand Development
- ✓ Social Media Campaign Design
- ✓ Content Scheduling

Mini Project

Social Media Growth Plan

PHASE 3

PERFORMANCE MARKETING & LEAD GENERATION

Module 5: Google Ads Masterclass

Topics Covered

Google Ads Fundamentals

- Account Setup
- Campaign Structure
- Keyword Planning

Search Campaigns

- Search Ads Creation
- Ad Extensions
- Ad Optimization

Display Advertising

- Banner Ads
- Audience Targeting
- Remarketing

YouTube Advertising

- Video Ads
- Awareness Campaigns

Conversion Tracking

- Goals Setup
- Conversion Measurement

Practical Activities

- ✓ Search Campaign Setup
- ✓ Lead Generation Campaign
- ✓ Campaign Optimization

Project

Lead Generation Campaign

Module 6: Meta Ads & Conversion Marketing

Topics Covered

Facebook Ads

- Campaign Objectives
- Audience Targeting
- Ad Creatives

Instagram Ads

- Feed Ads
- Story Ads
- Reel Ads

Lead Generation Funnels

- Lead Magnets
- Landing Pages
- Conversion Funnels

Retargeting Strategies

- Custom Audiences
- Lookalike Audiences

Practical Activities

- ✓ Meta Campaign Setup
- ✓ Audience Research
- ✓ Funnel Design

Project

Business Growth Campaign

Module 7: Marketing Analytics & Business Intelligence

Topics Covered

Google Analytics 4

- Reports
- User Tracking
- Event Tracking

Google Tag Manager

- Tag Installation
- Event Setup

Campaign Analytics

- Traffic Analysis
- Conversion Analysis
- ROI Measurement

Dashboard Reporting

- KPI Tracking
- Marketing Reports
- Client Reporting

Practical Activities

- ✓ Analytics Dashboard
- ✓ Campaign Performance Analysis

Project

Marketing Performance Dashboard

PHASE 4

AI MARKETING, AUTOMATION & GROWTH STRATEGY

Module 8: AI-Powered Marketing Lab

Topics Covered

AI for Marketing

- ChatGPT
- Gemini
- Claude
- Perplexity

AI Content Creation

- Blog Writing
- Ad Copy Generation
- Social Media Content

AI Design & Video Tools

- Canva AI
- AI Video Tools
- AI Image Generation

Prompt Engineering

- Marketing Prompts
- Content Prompts
- Campaign Prompts

Practical Activities

✓ AI Content Production

✓ AI Campaign Creation

Project

AI Marketing Campaign

Module 9: Marketing Automation & CRM Systems

Topics Covered

Email Marketing

- Campaign Creation
- Email Sequences
- Lead Nurturing

CRM Fundamentals

- Lead Management
- Customer Lifecycle

Automation Tools

- Mailchimp
- HubSpot
- Zoho CRM

WhatsApp Marketing

- Broadcast Campaigns
- Customer Engagement

Practical Activities

- ✓ Automated Email Funnel
- ✓ CRM Setup

Project

Marketing Automation Funnel

Module 10: Growth Marketing & Business Scaling

Topics Covered

Growth Marketing

- Growth Loops
- Customer Acquisition
- Retention Strategies

Conversion Rate Optimization

- Landing Page Optimization
- Funnel Analysis
- A/B Testing

Business Scaling

- Marketing Strategy Planning
- Revenue Growth Frameworks

Freelancing & Agency Setup

- Client Acquisition
- Proposal Creation
- Pricing Strategies

Practical Activities

- ✓ Growth Strategy Development
- ✓ Freelance Portfolio Creation

Capstone Project

Complete Digital Marketing Strategy for a Business

INDUSTRY INTERNSHIP PROGRAM (2 MONTHS)

Month 5: Campaign Execution Sprint

Real-Time Activities

- SEO Implementation
- Social Media Management
- Content Creation
- Campaign Optimization
- Analytics Reporting

Deliverables

- ✓ SEO Report
- ✓ Content Portfolio
- ✓ Social Media Strategy

Month 6: Client Project & Portfolio Development

Activities

- Live Client Campaign
- Marketing Audit
- Performance Reporting
- Campaign Presentation

Deliverables

- ✓ Internship Certificate
- ✓ Campaign Portfolio
- ✓ Marketing Dashboard
- ✓ Capstone Project

HANDS-ON PROJECTS

- ✓ Personal Branding Project
- ✓ SEO Audit Project
- ✓ Social Media Growth Campaign
- ✓ Google Ads Campaign
- ✓ Meta Ads Campaign
- ✓ Email Marketing Funnel
- ✓ Marketing Analytics Dashboard
- ✓ AI Marketing Campaign
- ✓ Business Growth Strategy
- ✓ Capstone Client Project