ISDM Independent Skill Development Mission NXT

EMPOWERING FUTURES,
SHAPING TOMORROW

★ AI-INTEGRATED COURSE

NXT CERTIFIED DIGITAL MARKETING COURSE

Launch your career in the booming digital marketing field!

Duration: 6 Month | **Certificate** · Beginner | **Eligibility:** Anyone interested in enhancing their digital marketing skill

OVERVIEW OF THE COURSE

The NxT Certified Digital Marketing Course is designed to equip you with essential skills and knowledge in the rapidly evolving digital marketing landscape. Over a duration of 6 months, you will gain hands-on experience and theoretical insights into various digital marketing strategies. Learn the fundamentals of SEO, SEM, and so...

- Hands-on experience with real-world projects
- Learn SEO, SEM, and social media marketing
- Content marketing and email strategies included
- Understand analytics and campaign success
- Expert trainers guiding your learning journey



6 Month	2	4	12
DURATION	SUBJECTS	PROJECTS	TOOLS

JOIN NOW →

WhatsApp us

WE ARE AVAILABLE AT
600+ LOCATIONS

NOT SURE WHICH COURSE IS RIGHT FOR YOU?
Choose the Best Course for You - Try our AI-Powered Career Counselling for FREE

Start free →

CONTACT ISDM NxT
ISDM NxT - Independent Skill Development Mission
309, Saffron Plaza, Airport Road, Vadodara, Gujarat, 390022
Call / WhatsApp: **+916263625594** · inquiry@gmail.com

Scan to enquire

COURSE CURRICULUM

What you will learn

01 Subjects → | 02 Projects → | 03 Tools → | 04 AI Integration

01 Subjects & modules

0 subjects

02 Projects & assignments

Hands-on work for your portfolio

P1 Create a comprehensive digital marketing plan for a fictional company.

P2 Develop a social media campaign and present it to the class.

P3 Conduct an SEO audit for an existing website and propose improvements.

P4 Analyze a digital marketing case study and provide strategic recommendations.

03 Your NxT Learning Kit

Practice for every subject, inside your student login

PRACTICAL APPLICATIONS

2

real-work tasks

For every subject: where it is used in real jobs and business, a step-by-step method, a worked example and a task you do on the computer and submit. Your trainer checks it and gives feedback.

- Covers 2 subjects
- Checked by your trainer
- Counts in your progress report

SUBJECT TESTS

2

online tests

Online practice tests subject by subject. Your result comes instantly, the right answers are explained, and you can try again to improve your score.

- 36 practice questions
- Instant result
- Answers explained

GLOSSARY

50

key terms

Every important word of your subjects in simple language, with a short meaning and an example, so technical words never stop you.

- Simple meanings
- Real examples
- Subject wise

INTERVIEW PREPARATION FOR REAL WORLD

30

interview questions with answers

Questions that companies really ask for this field, with clear model answers, so you walk into job interviews ready and confident.

- Model answers
- Asked in real job interviews
- Subject wise

BROAD RESOURCES OF EXTERNAL MATERIAL

22

videos & learning links

Hand-picked free videos, official guides and reading material for every subject, so you keep learning beyond the classroom.

- 12 videos
- 10 reading links
- Picked for your syllabus

FLASH CARDS & REVISION

44

flashcards & revision questions

Quick flip cards and short revision quizzes made from your study books, plus a short AI summary of every book, for fast revision before tests and exams, and an AI Tutor that answers your doubts.

- 24 flashcards
- 20 revision questions
- 2 AI study summaries
- AI Tutor for your doubts

04 Tools & software you will master

4 industry tools

Google Analytics

Mailchimp

Hootsuite

Canva

05 AI Integration

How AI is used inside the work of this course

AI SUBJECT

AI Fundamentals & Prompt Engineering

- **AI Basics and Everyday Uses**
- **Generative AI: How It Works**
- **Prompt Engineering Foundations**
- **AI for Study and Workplace Tasks**
- **Fact-Checking and Reliable Research**
- **Privacy, Safety and Responsible Use**
- **Integrated Practice and Review**

AI SUBJECT

AI for Digital Marketing

- **AI Marketing Workflow, Prompt Basics and Safe Setup**
  ChatGPT or Gemini in ChatGPT or Gemini web app
- **AI for SEO, Keyword Research and Search Reporting**
  ChatGPT or Gemini in Google Search Console and Google Analytics 4 data workflow · Gemini i
- **AI Content, Social Posts and Creative Production**
  Canva Magic Studio in Canva · ChatGPT or Gemini image generation in ChatGPT or Gemini
- **AI Content Calendars and Marketing Automation**
  Gemini in Google Sheets · Zapier or Make in Google Sheets and connected marketing apps
- **AI Ad Copy and Campaigns in Meta and Google Ads**
  Meta Advantage+ and available generative AI creative features in Meta Ads Manager and Meta
- **AI Video, Reels and Voice-over Production**
  CapCut AI tools and text-to-speech in CapCut · Canva video and available AI features in Ca
- **WhatsApp Business Replies and AI Chatbot Workflows**
  WhatsApp Business in WhatsApp Business App · AI chatbot builder in A WhatsApp Business Pla

AI TOOLS YOU WILL USE

Google Gemini

ChatGPT

Microsoft Copilot

CapCut

Claude

Zapier

Perplexity

NotebookLM

CAREER OPPORTUNITIES

Where this course can take you

Digital Marketing Specialist
Fresher salary: ₹2.4-3.6 LPA*

SEO Consultant
Fresher salary: ₹2.4-3.6 LPA*

Content Marketing Manager
Fresher salary: ₹2.8-4.2 LPA*

Social Media Strategist
Fresher salary: ₹2.5-3.8 LPA*

Digital Marketing Analyst
Fresher salary: ₹2.5-3.9 LPA*

Freelancing & own business

- Offer social media management services
- Provide SEO consultation for businesses
- Freelance content creation and marketing
- Run email marketing campaigns for clients

Industries that hire

- E-commerce
- Advertising Agencies
- Tech Startups
- Retail
- Education

Grow further

- Advanced Digital Marketing Course
- Google Ads Certification
- Social Media Marketing Course

Certification

Upon successful completion, you will receive the NxT Certified Digital Marketing certificate from ISDM NxT.

Practical AI-integrated project | Final online test | Verifiable certificate

JOB SUPPORT

How we help you get a job

1 Resume building workshops

2 Mock interview sessions

3 Access to job offers

4 Assistance with job applications

* Typical fresher salary ranges in India; the actual salary depends on the employer, the city and your skills.

WHY START NOW

Your future is built by the skills you learn today.

Companies hire people who can do the work. People who use AI well at work are in demand - this course teaches you the job skills and the AI tools together. Every month you practise adds a project to your portfolio - the best time to start is now.

18+	600+	2,708+	390+
Years of training experience	Centres across India	Job offers to our students	Hiring companies

UNIQUE FEATURES AT ISDM NxT

- ✓ Free pre-counselling to choose the right course
- ✓ Study material, attendance, assignments, exams and results online from day one
- ✓ 24x7 AI trainer (ChatNxT) for your doubts
- ✓ Experienced, rated trainers and daily class feedback
- ✓ Practical lab sessions and live projects
- ✓ Monthly online mentorship sessions
- ✓ Resume, mock interviews and job offers in your student dashboard
- ✓ Freelancing and start-up guidance

● LIVE PLACEMENT DATA

Latest job offers to ISDM NxT students

Updated 24 Nov 2026



Gaurav M.
India
Java Software Development Engineer
Health Catalyst



Geeta K.
New Delhi
tellecaller for digital marketing
balajimarketingexperts



Anand S.
Muvattupuzha
Hiring Junior Account Executive J...
CorpZop



Adarsh S.
Ghugus
TGT Computer Science
Adani Foundation



Priyanka Y.
Mumbai
Data Entry Operator (Full-time) -...
CorpZop



Rajan S.
Ahilyanagar
Computer Trainer
Enlearning skill development Ltd

Job offers shared with our students through the ISDM NxT job network. See all at www.isdmnext.in/latest-placement

LIMITED SEATS · VALID TILL 04 DEC 2026

FREE Ambassador Affiliate Programme

Complete your admission within **10 days** and join the ISDM NxT Ambassador Affiliate Programme free of cost: refer friends, earn referral rewards as per the programme and get featured on the ambassador leaderboard.

CLAIM NOW

TAKE THE FIRST STEP

Book your FREE counselling session today

Meet our counsellor, see the lab, get your doubts answered and know the current fees and offers for your centre.

ISDM NxT HEAD OFFICE

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Try it FREE →
www.isdmnext.in/course-for-you

01
Counselling
Free guidance to pick the right course

02
Training
Practical classes, labs and projects

03
Mentoring
Experts, AI trainer and feedback

04
Placement support
Resume, interviews and job offers

What you get with this course

- Comprehensive study material
- Hands-on practical lab sessions
- Engagement in live projects
- 24x7 AI trainer support
- AI-driven career counselling
- Interview preparation assistance
- Job offers displayed on student dashboard
- Certification upon course completion

Fees depend on the centre and current offers - ask your counsellor. Course content may be updated to stay current with industry needs. · www.isdmnext.in