

Don't just Graduate, Get Hired!

Learn **Next-Gen AI** Integrated
**Advanced Performance &
Digital Marketing Program**



Job-ready
Skills



Strong
Portfolio



Internship
Guidance



Placement
Assistance

Why This Program Is Different?



The Advanced Digital Marketing course at Skilz is a professionally structured career program designed to provide a comprehensive foundation in digital marketing. You'll master strategic planning, execution and cross-department collaboration to become a confident, industry-ready professional.

This Program Is Perfect For



Students

Plus Two & College



Freshers

Starting Career Journey



Professionals

Planning A Career Shift



Entrepreneurs

Business Owners



Freelancers

Upgrading Skill Set

The SKILZ Learning Method

We've built a structured, module-based system that breaks down complex concepts into simple, manageable steps.



Easy Modules

Learning is divided into easy-to-follow modules



Practical Work

Every module includes hands-on practical work



Simple Assessments

Simple assessments ensure clarity before moving ahead



Grow step by step

Students grow step by step, without overload



Program Breakdown



Designed to support a smooth transition from learning to working.



Professional Training



Industry Experience Program

Module Structure

Visual Design & Creative Thinking for Marketers

Module 1

Design fundamentals and creative workflows for campaigns.

Websites, Landing Pages & Conversion Strategy

Module 2

WordPress, landing pages, forms, and lead generation.

Digital Marketing Foundations & AI Basics

Module 3

Marketing channels, funnels, KPIs, and AI-assisted planning.

Search Engine Optimization (SEO)

Module 4

Keyword research, on-page, technical SEO, local SEO, audits.

Social Media Strategy & Content Systems

Module 5

Content planning, calendars, branding, reels, and execution

Meta Ads & Performance Marketing

Module 6

Facebook & Instagram ads, targeting, optimisation, reporting.

Google Ads & Paid Media Strategy

Module 7

Search ads, tracking, media planning, and scaling.

CRM, Strategy & Portfolio

Module 8

CRM, email automation, strategy planning, portfolio & interviews.

Why **Module-Based** Learning Works?



Clear learning flow
for total clarity



Better understanding at
every stage of the program



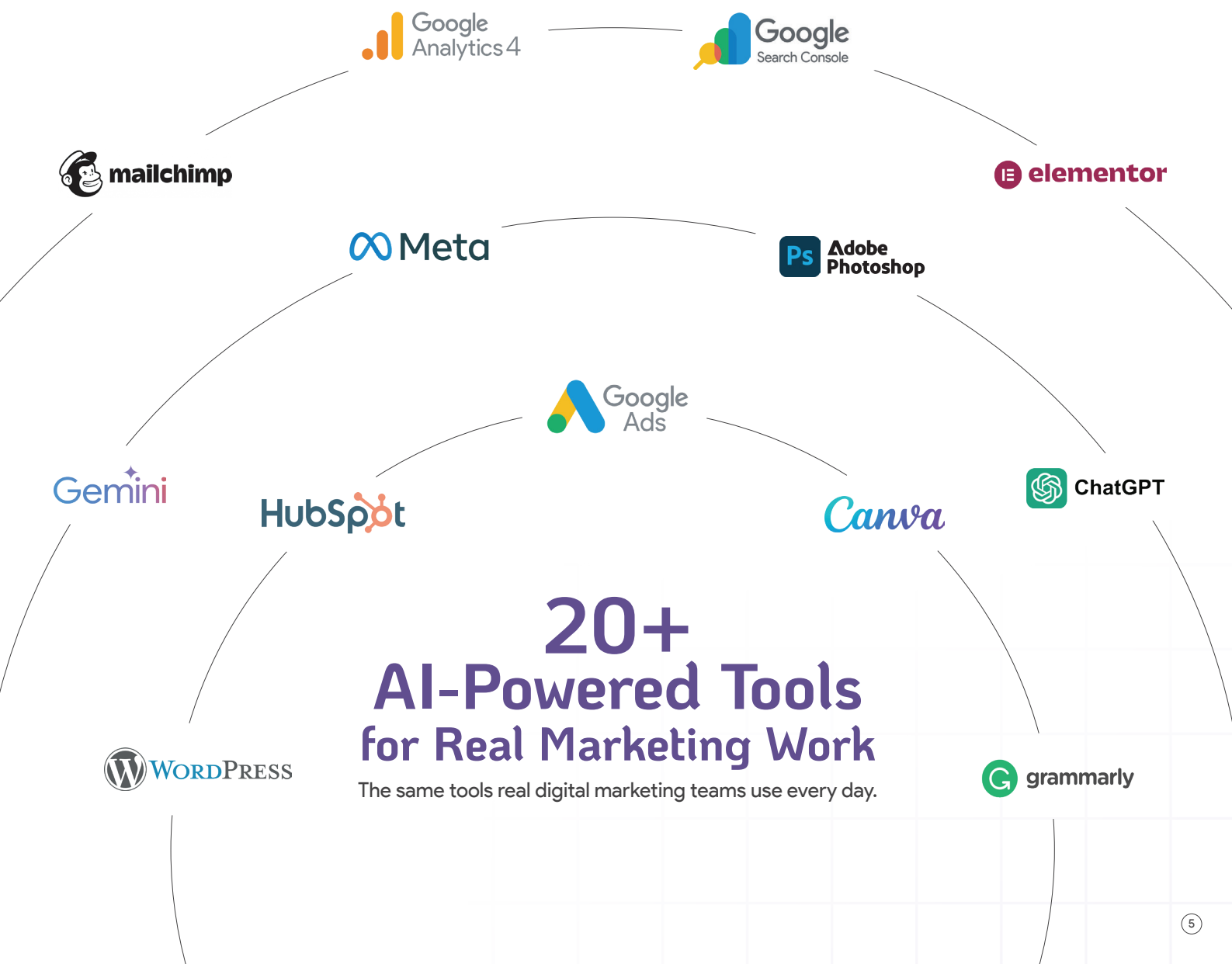
Strong focus on practical
skill development



Confidence-building
approach to learning



Perfect for students, job seekers
and working professionals



Internship Journey



**Primary
Industry
Experience**



**Advanced
Industry
Exposure** (Optional)

Students will:



Work with professional digital marketing teams



Apply classroom concepts to live, real-world tasks



Experience professional work culture



Gain confidence through direct industry exposure

This phase offers:



Deeper involvement in live, real-world campaigns.



Extended practical hands-on training.



Increased confidence before job entry

From Learning to Earning

Career opportunities await you!



**Digital Marketing
Executive**



**SEO
Executive**



**Content
Writer**



**Social Media
Manager**



**Google Ads
Expert**



Copywriter



**E-mail Marketing
Specialist**



**Content
Strategist**



Freelance

Get Certified*



SkilzHub Certification



Google Certification



Meta Certification



Adobe Certification



Semrush Certification



Hubspot Academy Certification

* Certification may vary by course; some may be paid.

They've Secured Their Careers. Now It's Your Turn.



NIZAMUDHEEN
Digital Marketer
@ Zaapy, UAE



SHAHMA SHERIN
Digital Marketer
@ iconnect, Qatar



NAZEEB ALI
Digital Marketer
@ fica ad innovations
Calicut



NANDHANA VP
Digital Marketer
@ Monaco Group



AHAMED BINSHA
Digital Marketer
@ Pristine



MUHAMMED ASLAH
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NOUREENA
Digital Marketer
@ Head World, Calicut



AFSAL RAHMAN
Digital Marketer
@ Easy Cook, KINFRA



SAHALA
Digital Marketer
@ Leadex, Malappuram



MUHAMMED AFNAS
Digital Marketer
@ Rayyan furniture



HASEFA
Digital Marketer
@ optaxwave, Puthanathani



AFTHABUDHEEN
Digital Marketer
@ Techmec, Tirur



NASLA THASNI
Digital Marketer
@ NB Group



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@ Bashops, Tirur



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