



# Learn **100%** from Top **1%** of the Digital Industry Experts

- Industrial curriculum
- Guaranteed internship
- One to One Mentorship
- NSDC Recognized
- Google partner Academy



[www.brandmonkacademy.com](http://www.brandmonkacademy.com)



Coimbatore



Chennai



## ABOUT

# Brand Monk Academy

Brand Monk Academy stands as the sought after institution for Digital Marketing training in TamilNadu. Since our inception in **2018**, we have empowered over **2000+** professionals, including CXO's, CMO's and several Digital marketing professionals from various larger organizations such as **TCS, Freshdesk, Zoho, Byjus, Target** and several Startup organizations. With over 65000+ Digital Marketing class room training hours and counting, we are also launching our E - learning portal to help enable learners from anywhere and anytime. With a mission to make Digital marketing available and accessible for our learners in their own native language. Brand Monk Academy has left an indelible mark across learners. We are the distinguished training partner **Recognized by Skill India, NSDC and MSME, Govt. of. India**, entrusted with honing the skills of their agencies & partners. Step into the world of endless possibilities with Brand Monk Academy, where learning meets innovation and success becomes a reality.





# Vision & Mission

## ■ Vision

India's problem is not unemployment; it is unemployability', our vision is to make '**EMPLOYABLE**' in this digital era. We also Empowers the individuals to unleash their creative potential and thrive in the ever-evolving digital landscape.

## ■ Mission

- Empower individuals with cutting-edge digital marketing knowledge.
- Foster a supportive and industry connected learning environment.
- Cultivate innovative thinking and problem-solving skills.
- Nurture a vibrant community of like-minded digital marketers.
- Drive positive change and impactful transformations in the Digital marketing industry.
- Create compassionate and empathetic leaders who make a difference.
- Embrace continuous growth and adaptation in the ever-changing digital landscape.
- Leave a legacy of success, driven by love and belief in our students' potential.
- Support the government college students, Rural Background Aspirants and Married women's



# Why

# Brand Monk Academy?

- 1** 20 years of industry experience
- 2** 100% placement Assistance
- 3** Industry oriented curriculum
- 4** 23+ Industry experts
- 5** 100% internship guaranteed
- 6** 5000+ career transformed
- 7** Work on Live projects
- 8** MSME Accreditation
- 9** Skill india and NSDC Certificates
- 10** Google and Meta partner

# Advisory Board Members



**Arun kumar V**  
Founder and CEO



**Sangeetha S Abishiek**  
Director - SODME



**Amit kumar**  
Co - Founder - Server cake



**Aravind**  
Vice President  
Startup TN



**Sameer**  
Founder - By the Startup



**R G Nawin**  
Founder - Startup payanam

# Message From Co-Founder



As the Director of a Brand Monk Academy, I would like to welcome you to our program. The digital marketing landscape is constantly evolving, and we are dedicated to providing you with the skills and knowledge you need to succeed in this exciting and dynamic field.

Throughout our program, you will learn the key concepts and strategies of digital marketing, including **search engine optimization (SEO)**, **pay-per-click advertising (PPC)**, **social media marketing**, **content marketing**, **email marketing**, and more.

We will also help you to understand how to analyze and measure the performance of your marketing campaigns, so you can make data-driven decisions and continually improve your results. Our faculty is made up of experienced industry professionals who have a deep understanding of the digital marketing landscape.

We will provide you with **hands-on training**, **real-world case studies**, and **opportunities for networking with other professionals** in the field. In addition to learning from our faculty, you will have the opportunity to work on real-world projects and to participate in internships with companies in the industry, which will help you **gain practical experience** and make valuable connections.

As you progress through our program, I encourage you to take advantage of all the resources and opportunities available to you, and to stay up-to-date with the latest trends and developments in the field. With hard work, determination, and a passion for digital marketing, I believe you can achieve great success in your future career.

**Good luck on your learning journey!**

Regards,  
Ajeeth R



# Course Curriculum

## Digital Marketing Program

### ( Post Graduate Certification)

## Core Module



### 1 Fundamentals Of Marketing

- Overview Of Marketing
- 4P's of Marketing and marketing strategies
- Next Gen of Marketing
- Digital Marketing strategies
- Overview of performance marketing

### 2 Web Technology

- Overview of Web
- Introduction of HTML
- Introduction of CSS & Javascript
- Portfolio Building

### Tools / Softwares :



VS code

# Course Curriculum

## Digital Marketing Program ( Post Graduate Certification)

### 3 Website design in No Code Technology

- Overview of Wordpress & Wix.
- Website Building using Wordpress.
- Website building using Wix -DIY.
- Domain & Hosting.

#### Tools / Softwares :



VS code



Wix



Godaddy



Hostinger

### 4 Content Marketing & Prompt Engineering

- Overview of Content Marketing.
- Types of content
- Basics of prompt engineering.
- Blog writing

#### Tools / Softwares :



Chatgpt



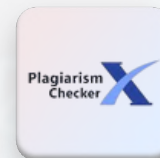
Gemini



Deepseek



Grammarly



Plagiarism  
checker



Quilbot

# Course Curriculum

## Digital Marketing Program ( Post Graduate Certification)

### 5 SEO - Search Engine Optimization

- Introduction of SEO
- Techniques & types of SEO
- On Page SEO
- Off Page SEO
- Technical SEO.
- Local SEO

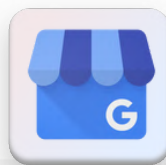
#### Tools / Softwares :



Google Analytics



Google Search Console



Google My Business



Google keyword planner



SEOptimer



Answer the Public



Uber Suggest

# Course Curriculum

## Digital Marketing Program ( Post Graduate Certification)

### 6 SEM - Search Engine Marketing

- Introduction of SEM
- Cycle & workflow of SEM
- Types of Search Engine Ads
- Google Ads

#### Tools / Softwares :



Google Ads



Bing Ads



Semrush

### 7 Social Media Management

- Introduction of Social Media
- Competitor Analysis
- Personal & Business Profile Creation
- Scheduling & Boosting in Meta Business Suite

#### Tools / Softwares :



Instagram



Facebook

# Course Curriculum

## Digital Marketing Program ( Post Graduate Certification)

### 8 Social Media Marketing

- Ad Account creation
- Overview of Meta circum vending policy
- Meta ads overview & funnels
- Campaign creation - Meta Ads

#### Tools / Softwares :



Instagram



Facebook



Meta

### 9 Email Marketing

- Introduction of Email Marketing
- Building an Email List
- Crafting & Compelling Email Campaigns
- Measuring & Optimizing Email campaigns

#### Tools / Softwares :



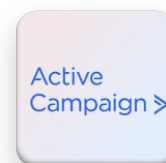
Mailchimp



Constant Contact



ConvertKit



Active Campaigns



Flodesk

# Course Curriculum

## Digital Marketing Program

### ( Post Graduate Certification)

#### 10 LinkedIn Management & Marketing

- LinkedIn Marketing Strategies
- Mastering LinkedIn Strategies
- LinkedIn profile optimization activity
- LinkedIn Ads

#### Tools / Softwares :



LinkedIn

#### 11 Youtube Marketing

- Introduction of youtube marketing
- Youtube channel optimization guide
- Youtube checklist
- Youtube marketing strategies

#### Tools / Softwares :



Youtube

# Course Curriculum

## Digital Marketing Program ( Post Graduate Certification)

### 12 Design Communication using Canva

- Foundations of Visual Communication – Color Psychology
- Introduction to Canva for Design Communication and Engineering
- Design for Clarity & Impact
- Creating Branded Visual Assets

#### Tools / Softwares :



Canva

### 13 Freelancing

- Introduction to Freelancing
- Finding your Niche & Building a Portfolio
- Setting up your Freelance presence
- Client communication & Project Management
- Pricing, Payments & Professionalism

#### Tools / Softwares :



Behance



Reddit



Upwork



LinkedIn

# Course Curriculum

## Digital Marketing Program ( Post Graduate Certification)

### 14 Overview of AI & Digital Marketing AI tools

- Introduction to Artificial Intelligence
- Key Concepts behind AI Technologies
- Popular AI tools for everyday use
- Exploring AI in Different Fields
- Getting started with AI tools Hands-On

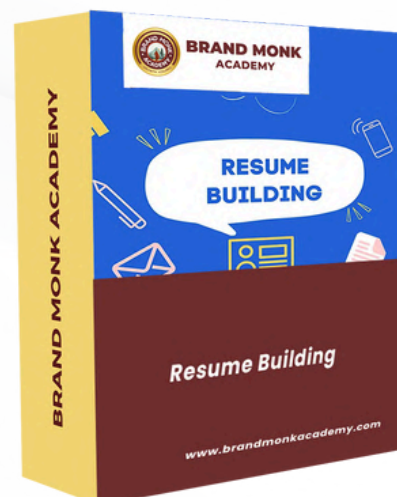
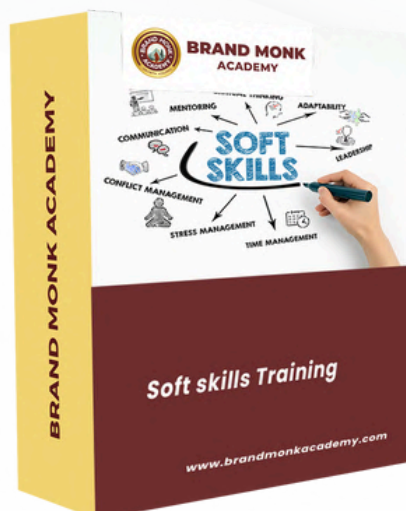
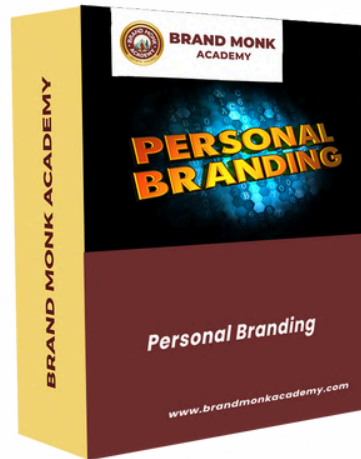
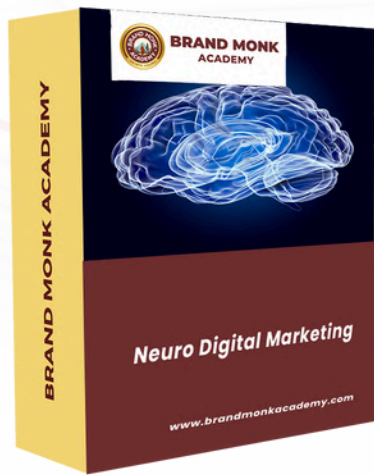
### 15 Capstone Project



# Course Curriculum

## Digital Marketing Program ( Post Graduate Certification)

### Celebrity Trainers Sessions



# Additional Information about **Digital marketing program ( Post Graduate Certification)**

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- 1** Duration of the Course - **3 Months**
- 2** Peer Learning Period - **2 Months**
- 3** Internship Period - **1 Month**
- 4** Hours per day - **2 Hrs**
- 5** One on One Mentorship
- 6** 10 Case studies
- 7** Government certificate + Graduation day
- 8** EMI Options are available
- 9** 2 Installments available

# Certificate



# Government Affiliations



**Skill India**  
कौशल भारत - कुशल भारत

## Official Partners





## GET IN TOUCH



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