

#### M.O.P. VAISHNAV COLLEGE FOR WOMEN (Autonomous)



(College affiliated to the University of Madras & Re-accredited at "A++" Grade by NAAC) Chennai - 600~034

## Diploma in

# Al & Digital Marketing Dual Certification Course in Chennai

Agency-Style Learning, Powered by Al Agents

## **About the College**

M.O.P. Vaishnav College for Women (Autonomous) is committed to the cause of empowering women through holistic education that would enrich their personality and groom them into academically proficient, self- reliant, motivated, creative, analytical, culturally rich, self-sustained, humane, responsible, and confident individuals.



### **About Digital Scholar**



Award Winning Asia's Leading Digital Marketing Institute



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**4.8/5** (3600+ Reviews)







375,000+ Students
Trained

Learn Ai in Depth





**Google and Meta Partner** 

**Work on Real Brands** 





₹3.6 LPA+

**Average Annual Package** 

Many Students Get Placed in Agencies, Work for Small Business Owners, IT Companies



₹12 LPA+ Highest Package



₹65,000
Monthly Freelancing

20-Year-Old Shreya as Google Ads Freelancer

## What You'll Learn

(Updated Curriculum)

#### **Core Live Modules**

#### 1. Ai x Social Media Marketing:

Grow, manage, and analyze multi-platform strategies.

#### 2. Ai x Website Building & SEO:

Design, rank, and optimize websites like a pro.

#### 3. Ai x Google Ads:

Launch search, display, and shopping ad campaigns.

#### 4. Ai x Meta Ads (Facebook + Instagram):

Master audience targeting, creative testing & automation.

#### 5. Ai x Landing Pages & Automation:

Build high-converting pages, automate with email & WhatsApp.



#### Pre-Recorded AI-Enhanced Mastery Modules

#### 6. Copywriting:

Write scroll-stopping, conversion-driven content.

#### 7. Affiliate Marketing:

Monetize niche traffic & grow passive income.

#### 8. Email Marketing:

Craft smart automation workflows for nurturing leads.

#### 9. WhatsApp Automation:

Use chat-based marketing for instant engagement.

#### 10. Canva Mastery:

Design stunning graphics without being a designer.

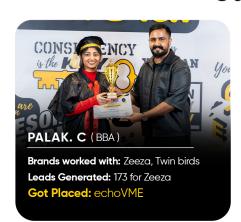
#### 11. Reels Mastery::

Create viral short-form content on Instagram & YouTube Shorts.

#### 12. Al Content Mastery:

Use ChatGPT, Midjourney & other AI tools to create, automate, and scale content across formats.

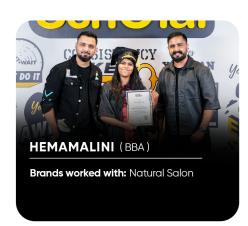
#### **Our Previous Batch Students**















#### **REGISTER NOW**

AT HTTPS://MOPVC.EDU.IN/ +91 99627 78529

# FOR FURTHER DETAILS CONTACT:

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