



HANSRAJ COLLEGE
UNIVERSITY OF DELHI



— ADVANCED — DIGITAL MARKETING

&

GENERATIVE AI

PROFESSIONAL PROGRAMME

Future-Ready Skills. **Industry-Relevant Learning.**



Learn. Innovate. Lead.
Shape Tomorrow with AI.

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COURSE CONTENT



DIGITAL MARKETING

- ✓ Digital Marketing Fundamentals
- ✓ Canva & Creative Content Design
- ✓ Website Development & WordPress
- ✓ Domain, Hosting & Website Management
- ✓ E-Commerce & Shopify
- ✓ Mobile App Development
- ✓ Search Engine Optimization (SEO)
- ✓ Keyword Research & Competitor Analysis
- ✓ Technical & On-Page SEO
- ✓ Local SEO & Google Business Profile
- ✓ SEO Analytics & Performance Tracking
- ✓ Content & Blog Optimization
- ✓ Off-Page SEO & Link Building
- ✓ Amazon Affiliate Marketing
- ✓ Dropshipping & Online Store Setup
- ✓ Email Marketing with Mailchimp
- ✓ Social Media Marketing
- ✓ YouTube Marketing & Video Creation
- ✓ Meta Ads Facebook, Instagram & WhatsApp
- ✓ Google Ads & PPC Marketing
- ✓ Google Merchant Center & Shopping Ads
- ✓ Google Display & Remarketing Ads
- ✓ Google AdSense
- ✓ LinkedIn & LinkedIn Advertising
- ✓ Freelancing & Gig Creation
- ✓ Interview and Career Preparation



GENERATIVE AI

- ✓ Generative AI & Prompt Engineering
- ✓ AI-Powered Research & Content Creation
- ✓ AI for Resume & Professional Communication
- ✓ AI for Data Analysis
- ✓ AI-Powered Presentations & Visual Creation
- ✓ AI Image, Video & Music Generation
- ✓ AI-Powered Website Creation
- ✓ AI Agents & Social Media Automation
- ✓ AI Automation - Make, Zapier & n8n
- ✓ Claude AI – Content Creation, Research & Automation





PLACEMENT PARTNERS

Building Careers. Creating Futures.

OUR TOP RECRUITERS



MOMENTS THAT MATTER



150+
Batches



600+
Placement
Partners



2000+
Students
Placed



Numerous
Startups



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SUCCESSFUL STARTUPS

Of Our Students Across Industries



Fashion & Apparel



Jewellery & Accessories



Beauty & Cosmetics



Skin & Personal Care



Digital Marketing Services



Influencer Marketing & Creator Services



Food & Dairy



Education & EdTech



Logistics & Supply Chain



Mental Health & Wellness

← spiritualnikita



Nikita Tyagi

654 posts

525K followers

Digital creator

▲ Simplifying the Bhagavad Gita | Exploring
💡 3x TED X Speaker | Sharing my opinion, yours

spiritualnikita1@gmail.com

🔗 opener.one/yt/oh9suc

← fitastic_official



Fitastic

36 posts

963 followers

3 following

Shopping & retail
Fitastic

India's leading shaker bottle company

Shop now 🛒 fitastic.in | Amazon | Flipkart

Join the #FitasticClan

🔗 fitastic.in/ and 2 more

← sheonride



Akku

47 posts

3,325 followers

Digital creator
Delhi 📍

In Garage: GT 650 💖 & Ronin 💖

← dopafitt.eok



Dopafitt

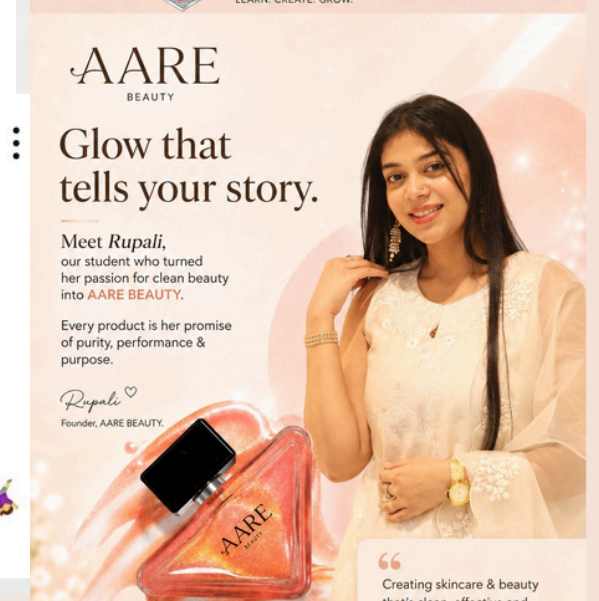
34 posts

4,270 followers

225 following

Gym/Physical fitness centre

HYBRID GYM • Group classes • 🏃 HYROX TRAINING CLUB • MMA 🥊 • CALLISTHENICS • GYMANASTICS 🤸
Kids NeuroPlay • Recovery



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NDTV Visit



Industry Sessions



College Fests



Classroom Scenes



Convocation



Nukkad Natak at Police HeadQuarter



Interviews



New Batch Launches

