



# The School of Skills

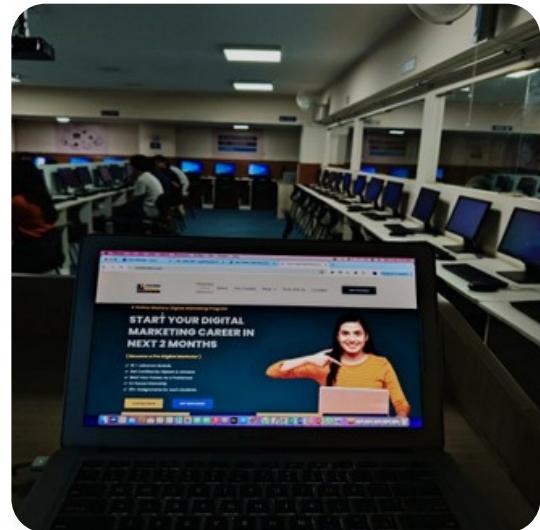


**AI-Powered Digital Marketing Programs**



# About Us

Welcome to Course Unbox – The School of Skills, where we empower individuals with industry-leading expertise to thrive in the digital world. We offer specialized skill-based programs tailored for students, working professionals, freelancers, business owners, and homemakers. Our comprehensive courses in AI-Based Digital Marketing, Data Science, Prompt Engineering, and Graphic Designing (UI & UX) are designed to equip learners with cutting-edge knowledge and practical skills to excel in their careers.



- As a Premier Google Partner Company, Course Unbox stands at the forefront of digital education. We are proud to be India's first institute to provide certification in Amazon and Flipkart, ensuring our students gain a competitive edge in the fast-evolving e-commerce landscape.

## Our Vision

To become a global leader in skill-based education, transforming lives by equipping individuals with futuristic knowledge and hands-on expertise to excel in the digital age.

## Our Mission

- To provide AI-driven, industry-relevant training that empowers learners to achieve their professional aspirations.
- To bridge the gap between theoretical education and practical implementation, ensuring job-ready skills for all.
- To foster innovation and creativity through hands-on learning in emerging fields like Digital Marketing, Data Science, and UI/UX Designing.
- To create a thriving community of skilled professionals, entrepreneurs, and freelancers contributing to the digital economy.



# About Founder

Ed-tech business Expert & Educator

**Mr. Jugal Chauhan**, the Founder and **CEO of**

**CourseUnbox with over 12+ years of experience in digital marketing.** He has worked with numerous reputed brands, successfully handled 200+ clients and trained 50,000+ students in digital marketing. In addition to leading Course Unbox, he also runs a digital marketing agency and an e-commerce marketing agency, further contributing to the digital economy.



## Mission of Mr. Jugal Chauhan

Mr. Jugal Chauhan's mission through Course Unbox is to bridge the skill gap in the digital industry by providing high-quality, AI-driven education that prepares individuals for realworld challenges. His goal is to create a strong network of skilled professionals who can excel in their careers, start their own businesses, and contribute to the global digital revolution. He envisions empowering individuals with cutting-edge knowledge and practical expertise, enabling them to thrive in the fast-evolving digital landscape.



# Founder Gallery

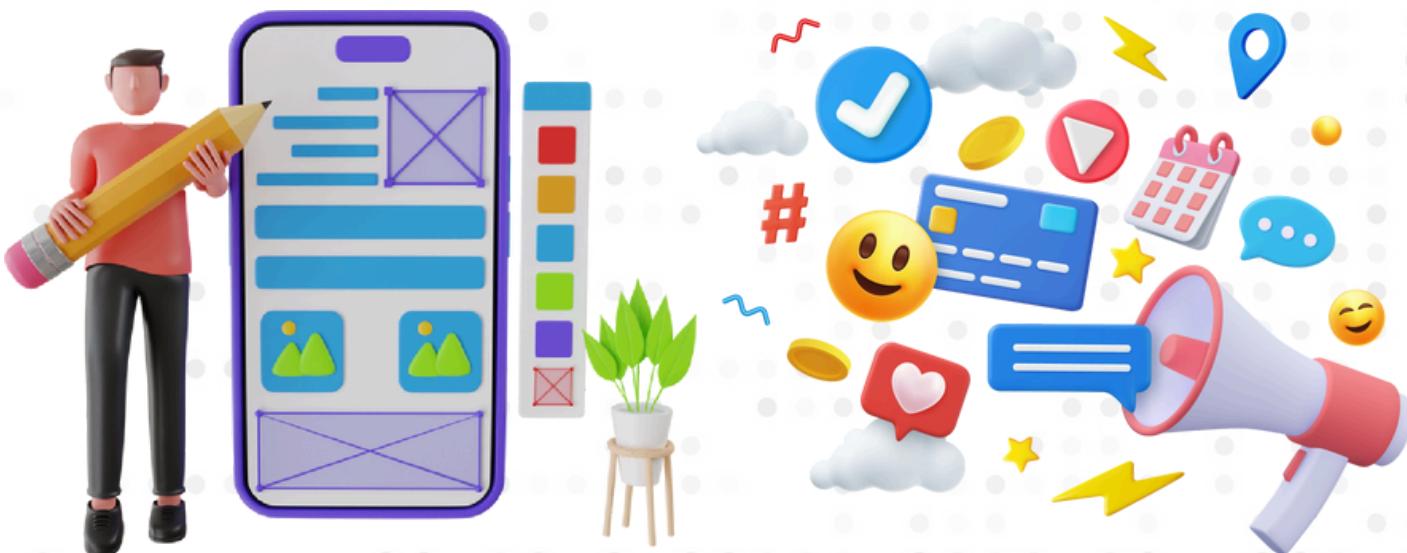




# START YOUR DIGITAL MARKETING CAREER IN NEXT 2 MONTHS

Online Digital Marketing Program  
(Get Certified By Flipkart & Amazon)

- 书院 15+ Advance Module Get Certified
- 毕业帽 By Flipkart & Amazon Start Your
- 工人 Career As a Freelance or In-house
- 办公室 Internship 20+ Assignments for
- 清单 each student





# Course Unbox Digital Marketing Programs

## 1. Digital Marketing Basic Program

- 👉 Course Duration – 2 Months
- 👉 Modules – 15+ Modules
- 👉 No. of Certificates – 5
- 👉 Free Tools – Basic 10+ Tools ( Canva, Elementor, Filmora, etc)
- 👉 Internship – Free ( 1 Month )
- 👉 Online Free Bonus Course - 1 (Domain Flipping)
- 👉 Placement – 100% Job Assistance (T&C Apply)



## 2. Digital Marketing Master's Program

- 👉 Course Name – Digital Marketing Masters
- 👉 Program Duration – 4 Months Specialization – 1
- 👉 Month in any specific module ( SEO, SMM , Google Ads or E-commerce )
- 👉 Modules – 30+ Modules
- 👉 No. of Certificates – 15+
- 👉 Free Tools – 25+
- 👉 Internship – 2 Months
- 👉 Placement – 100% Job Guarantee Program (T&C Apply)
- 👉 Guest Teacher Lectures – 5
- 👉 Free Bonus Course – 3 ( Domain Flipping, Freelancing as a Career & Podcast Marketing)



### 3. Digital Marketing Diploma Program

- 👉 Course Name – Digital Marketing Diploma
- 👉 Program
- 👉 Duration – 10 Months Specialization – In all 4 major modules( SEO, SMM , Google Ads or E-commerce )
  - Paid Module – Performance Marketing ( Live Budget Training 1 Month )
- 👉 Modules – 50+ Modules No. of Certificates – 25+
- 👉 Free Tools – 50+
- 👉 Internship – Paid ( 3 Months )
  - Placement – 100% Job Guarantee Program
  - (T&C Apply)
  - Guest Teacher Lectures – 10
  - Free Bonus Course – 7 ( Domain Flipping, Ads Psychology, Podcast Marketing, etc)
  - ATES Training – Amazon Trained E-commerce Specialist



# Digital Marketing Modules



## 01. Introduction to Digital Marketing

- » Digital Vs Traditional Marketing
- » The Digital Marketing Landscape in India
- » Digital Marketing Channels
- » Brands Vs Branding
- » Marketing Mix ( 4P To 7P Concept )
- » Use of AI in Digital Marketing
- » Career Option in Digital Marketing



## 02. Graphic Designing

- » Graphic Designing Fundamentals & Toolkit
- » Documents Designing – PDF, Resume, Ebook
- Creating Mockups ( T-shirt and Digital Printers )
- » Working in AI Tools of Canva

## 03. YouTube & Video Marketing

- » Video Marketing Fundamentals
- » Types of Online Videos
- » Video Making Toolkit
- » Use of Animaker & Filmora
- » Create your first video
- » AI Video Editing Tools (Descript, Synthesia)
- » AI-Generated Scripts & Voiceovers
- » AI-Powered YouTube SEO & Recommendations

## 04. Website Creation Fundamentals

- » Buying Domain and Hosting
- » Setting Up Wordpress
- » Wp Website Creation – live
- » Mobile Optimisation



## 05. Search Engine Optimization (SEO)

- » What are search engines?
- » Types of search engines
- » How do Google and Bing work?
- » What is SEO?
- » How Does SEO Work?
- » Keyword Research and Analysis
- » On-page Optimization Techniques
- » Off-page Optimization Techniques
- » Backlinks Creation
- » Technical SEO
- » Local SEO - Business Listing
- » International SEO
- » Hats of SEO - ( White, Black & Gray )
- » How to do an SEO Audit for a Website? (Uber suggests, SEOptimer, yoast)
- » Tips for Rank your site on the first page of Google and Bing in just 90 days.

## 06. Voice Search Optimization

- » Voice Search & AI Assistants (Alexa, Siri, Google)
- » AI for Technical SEO & Schema Markup
- » Predictive SEO Strategies



## 07. AI in Content Marketing & ChatGPT

- » Content Creation with AI (ChatGPT, Jasper, Copy.ai)
- » AI-Generated Blog Posts & Social Media Captions
- » AI Tools for Content Curation

## 08. Google Analytics & Search Console

- » Setting Up Google Analytics 4 ( GA4 ) & Google Search Console
- » How does Google Analytics 4 work?
- » Reading GA4 & Google Search Console
- » Creating Sitemap
- » Submission of webpages

## 09. Paid Marketing ( Google Ads )

- » Benefit of Paid Advertising
- » Ads Account Setup
- » Choosing the Right Campaign Objectives
- » Search Ad copies & Ad Extensions
- » Bidding Setup
- » Detailed Targeting
- » URL Parameters Setup
- » Keyword Targeting
- » Setting up of YouTube Ads
- » Remarketing Ads
- » Case Studies
- » Analyzing Competition Ads



## 10. Programmatic Advertising & AI

- » AI-Driven AdBuying Strategies
- » Predictive Analytics for Better Ad Performance

## 11. Social Media Marketing with AI

- » AI-Based Social MediaContentCreation
- » AI Scheduling & Automation Tools (Buffer, Hootsuite)
- » Predictive Analytics for Social Media

### Tools Covered



## 12. Facebook & Instagram Marketing with AI

- » Introduction to Facebook & Instagram
- » Difference Between a Page and an Account
- » Setting up a Social Media Page
- » Instagram Profile Optimization
- » Do's & Don'ts of Posting
- » Choosing Right Hashtag
- » Creating Content Calendar
- » Working on Reels Marketing
- » Instagram Growth Formula
- » Case Studies



## 13. LinkedIn & Twitter Marketing with AI

- » LinkedIn AI for Business Growth
- » AI-Driven Hashtag & Engagement Strategy
- » AI-Powered Twitter Bots & Automation
- » LinkedIn Profile Optimization

## 14. WhatsApp & Telegram Marketing with AI

- » AI Chatbots for WhatsApp Marketing
- » Telegram Bot Automation for Business

## 15. Social Media - Ads

- » Ads Account Setup
- » Choosing Right Objective
- » Finding Right Audience
- » Budget and Bids
- » Types of Ads Placement
- » Use of AI in Ad Copy Creation
- » Optimizing Ads Campaign

## 16. AI in E-Commerce Marketing

- » Understanding E-commerce
- » E-commerce Platform
- » Ecommerce Website Setup - Shopify
- » Selling Product on Online Marketplace



## 17. Starting E-commerce Business

- » What is Dropshipping?
- » How To Find Winning Product
- » Platform for dropshipping
- » Testing Product – Phase 1
- » Scaling To \$1K – \$10k/Month

## 18. AI in Affiliate Marketing

- » Types of Affiliate Programs
- » Finding Niche
- » Selecting A Platform
- » Competitors Analysing Through AI
- » AI-Driven Niche Selection
- » AI-Powered Performance Tracking

## 19. Google Adsense

- » Introduction to Google Adsense
- » How to Enroll in the Google Adsense Program
- » Earn From Your Website and YouTube Channel

## 20. Email Marketing Automation with AI

- » Importance of Email Marketing
- » Email Marketing Tools
- » Email Automation
- » AI-Based Email Personalization
- » AI-Generated Subject Lines & Open Rate
- » Optimization
- » AI-Powered Drip Campaigns
- » Reporting



## 21. AI in Growth Hacking

- » AI-Powered A/B Testing Strategies
- » Predictive Analytics for Business Growth

## 22. AI in Customer Retention & CRM

- » AI-Based Chatbots for Customer Support
- » AI-Powered Email & SMS Retargeting

## 23. AI in Market Research & Competitor Analysis

- » AI Tools for Market Trend Prediction
- » AI for Competitor Analysis (SpyFu, Crayon)

## 24. AI-Powered Sales Funnels

- » AI-Based Lead Scoring & Segmentation
- » AI-Optimized Landing Pages

## 25. AI & Blockchain in Digital Marketing

- » How Blockchain is Transforming AI in Marketing
- » AI-Powered Secure Digital Advertising

## 26. AI in AR & VR Marketing

- » AI-Driven Augmented Reality Ads
- » Virtual Shopping & AI-Based Personalization

## 27. ChatGPT Mastery for Digital Marketing

- » ChatGPT for SEO, Content & Customer Support
- » Using ChatGPT for Social Media Growth



## **28. AI & Podcast Marketing**

- » AI-Powered Podcast Editing & Transcription
- » AI for Podcast SEO & Distribution

## **29. AI-Powered Press Releases & PR Marketing**

- » AIforMedia Outreach & Distribution
- » AI-Powered Sentiment Analysis

## **30. AI-Based Conversion Rate Optimization**

- » AI for Heatmap Analysis&UXImprovement
- » AI for Real-Time Personalization

## **31. AI for Digital Branding**

- » AIforLogo & Brand Identity Creation
- » AI-Powered Brand Sentiment Analysis

## **32. AI in Data Analytics & Business Intelligence**

- » AI Tools for Real-Time Data Analysis
- » AI-Based Predictive Analytics

## **33. AI-Powered Automation & No-Code Marketing**

- » No-CodeAI Tools forDigitalMarketers
- » AI-Powered Task Automation

## **34. Influencer Marketing**

- » What is InfluencerMarketing?
- » Choosing Influencers that match your Brand
- » Macro v/s Micro-Influencer



## 35. Personal Branding

- » Personal Branding Vs Influencer Marketing
- » Personal Branding Platforms
- » Identifying Niche

## 36. AI for Freelancing & Digital Marketing Careers

- » AI Tools for Gig Work & Freelancing
- » Building a Digital Marketing Career with AI

## 37. Soft Skills

- » Resume Making
- » Presentation Skills & Pitching Skills
- » LinkedIn Profile Optimization
- » Interview Do's and Don'ts

### → Tools You'll Master :

- ✓ ChatGPT, Jasper, Copy.ai – AI Content Creation
- ✓ Google Bard, Perplexity AI – AI Research & Analysis
- ✓ SEMrush, Ahrefs, SurferSEO – AI for SEO
- ✓ Canva, Descript, Synthesia – AI Video & Image Creation
- ✓ HubSpot, Mailchimp, ActiveCampaign – AI for Email & CRM
- ✓ ManyChat, Drift, MobileMonkey – AI Chatbots
- ✓ Zapier, Make (Integromat) – AI Workflow Automation



# **ATES Training - Amazon Trained E-commerce Specialist**

## **E-COMMERCE TRAINING Become an Entrepreneur:**

You are your boss, workas per your time and schedule

Earn More Money: Earn every time you launch a new seller or service an existing seller on Amazon.in

Expert Training: Get trained by experts on the Amazon E-commerce platform. Get

Certified by Amazon: Attend the training, complete the evaluation, and get an E-commerce Specialist certificate from Amazon.

Amazon Trained E-commerce Specialist (ATES) is a first-of-its-kind entrepreneurship program launched by Amazon, which is aimed at providing business opportunities to budding entrepreneurs. This program provides an opportunity to earn money with no limits by launching new sellers and helping existing sellers sell on Amazon.in





# ATES Training Benefits :

- » **Become an Entrepreneur:** You are your own boss, work as per your time and schedule
- » **Earn More Money:** Earn every time you launch a new seller or service an existing seller on Amazon.in
- » **Expert Training:** Get trained by experts on the Amazon E-commerce platform.
- » **Get Certified by Amazon:** Attend the training, complete the evaluation and get an E-commerce Specialist certificate from Amazon.in. Enhance your skills and get a job in the e-commerce industry.





## OUR BONUS MODULES :

- » Domain Flipping
- » Use of AI & Chatgpt in modern marketing
- » Event Planning
- » Ads Psychology
- » Freelancing As a Career
- » Podcast Marketing
- » Graphic Designing ( Use of Photoshop and other tools )
- » Growth Hacking

**Secure Your Future Today  
With Course Unbox**





# CERTIFICATIONS



LinkedIn  Meta HubSpot Google

amazon  SEMRUSH Google Ads  Google Analytics

**On completion of the course, you will  
be assisted to crack globally valuable  
certificates under different domains**



# THE SCHOOL OF Skills



# Thank You!

Get In Touch

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