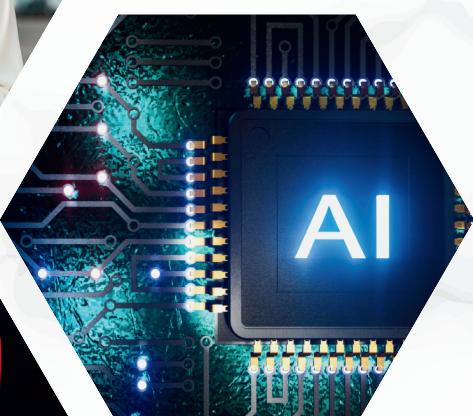


JDDI

Junak Digital Discovery Institution

PROSPECTUS

www.jddinstituition.com



Our Courses :

Digital Marketing

AI Powered Tools

Journalism and
Mass
Communication

E-commerce &
Online Business
Development

YouTube Growth

One-to-One Executive Mentorship Program

OUR COURSES :

DIGITAL MARKETING & AI

CERTIFICATE IN DIGITAL MARKETING FUNDAMENTALS

DURATION : 3 MONTH

FEES : 14,999/-

CERTIFICATE IN ADVANCED DIGITAL MARKETING STRATEGIES

DURATION : 6 MONTH

FEES : 34,999/-

PROFESSIONAL PROGRAM IN DIGITAL MARKETING & BRAND BUILDING

DURATION : 12 MONTH

FEES : 64,999/-

CERTIFICATE IN AI-POWERED MARKETING TOOLS

DURATION : 1 MONTH

FEES : 14,999/-

OUR COURSES :

DIGITAL MARKETING & AI

**CERTIFICATE IN ADVANCE AI-POWERED
MARKETING TOOLS**

DURATION : 6 MONTH

FEES : 24,999/-

**CERTIFICATE IN E-COMMERCE & ONLINE
BUSINESS DEVELOPMENT**

DURATION : 3 MONTH

FEES : 24,999/-

**CERTIFICATE IN STARTUP LAUNCH &
FREELANCE BUSINESS SKILLS**

DURATION : 3 MONTH

FEES : 24,999/-

**CERTIFICATE IN YOUTUBE GROWTH &
VIDEO MARKETING**

DURATION : 3 MONTH

FEES : 24,999/-

OUR COURSES :

JOURNALISM AND MASS COMMUNICATION

**CERTIFICATE IN JOURNALISM AND MASS
COMMUNICATION**

DURATION : 3 MONTH

FEES : 24,999/-

**CERTIFICATE IN ADVANCED
JOURNALISM AND MASS COMMUNICATION**

DURATION : 6 MONTH

FEES : 64,999/-

JUNAK DIGITAL DISCOVERY
INSTITUTION

Certificate in Journalism and mass communication

3-Month , Course Module (24 Classes)

MONTH 1 – BASICS OF JOURNALISM & COMMUNICATION

- CLASS 1: INTRODUCTION TO MASS COMMUNICATION – CONCEPTS, TYPES, IMPORTANCE
- CLASS 2: HISTORY OF JOURNALISM IN INDIA & WORLD
- CLASS 3: PRINCIPLES OF COMMUNICATION & MODELS (SHANNON-WEAVER, LASSWELL)
- CLASS 4: FUNCTIONS OF MASS MEDIA (PRINT, ELECTRONIC, DIGITAL)
- CLASS 5: NEWS – MEANING, VALUES, TYPES
- CLASS 6: STRUCTURE OF A NEWS REPORT (5W'S & 1H)
- CLASS 7: BASICS OF NEWS WRITING (HEADLINE, LEAD, BODY)
- CLASS 8: PRACTICAL – WRITING A SHORT NEWS REPORT

MONTH 2 – PRINT & ELECTRONIC MEDIA

- CLASS 9: PRINT JOURNALISM – NEWSPAPERS, MAGAZINES, EDITORIALS
- CLASS 10: LAYOUT, DESIGN & EDITING IN PRINT MEDIA
- CLASS 11: BROADCAST JOURNALISM – RADIO NEWS & PROGRAMMING
- CLASS 12: TV NEWS – ANCHORING, SCRIPTING & PRODUCTION
- CLASS 13: INTERVIEW TECHNIQUES – TYPES, PREPARATION, EXECUTION
- CLASS 14: FEATURE WRITING & OPINION PIECES
- CLASS 15: PRACTICAL – CONDUCTING A MOCK INTERVIEW
- CLASS 16: PRACTICAL – WRITING & EDITING A FEATURE ARTICLE

MONTH 3 – DIGITAL MEDIA & MEDIA ETHICS

- CLASS 17: ONLINE JOURNALISM & SOCIAL MEDIA TRENDS
- CLASS 18: ROLE OF JOURNALISM IN DEMOCRACY
- CLASS 19: MEDIA LAWS IN INDIA – PRESS FREEDOM, RTI, COPYRIGHT
- CLASS 20: MEDIA ETHICS & FAKE NEWS ISSUES
- CLASS 21: PR & ADVERTISING BASICS
- CLASS 22: EVENT REPORTING & PRESS RELEASE WRITING
- CLASS 23: PRACTICAL – CREATE A BLOG/NEWS STORY FOR SOCIAL MEDIA
- CLASS 24: FINAL PROJECT – PRESENTING A NEWS BULLETIN / DIGITAL MAGAZINE

Certificate in Advanced Journalism and mass communication

6-Month , Course Module (48 Classes)

(Includes everything from 3-month course + additional advanced modules)

MONTH 4 – SPECIALIZED JOURNALISM

- CLASS 25: INVESTIGATIVE JOURNALISM – METHODS & CHALLENGES
- CLASS 26: POLITICAL & CRIME REPORTING
- CLASS 27: BUSINESS & FINANCIAL JOURNALISM
- CLASS 28: SPORTS JOURNALISM
- CLASS 29: DEVELOPMENT & RURAL REPORTING
- CLASS 30: PRACTICAL – WRITE A POLITICAL OR BUSINESS NEWS ARTICLE
- CLASS 31: PRACTICAL – COVERING A MOCK PRESS CONFERENCE
- CLASS 32: DOCUMENTARY & LONG-FORM JOURNALISM

MONTH 5 – ADVANCED MEDIA SKILLS

- CLASS 33: DATA JOURNALISM & INFOGRAPHICS
- CLASS 34: PHOTOJOURNALISM – BASICS, CAPTIONS, STORYTELLING
- CLASS 35: VIDEO EDITING & MOBILE JOURNALISM (MOJO)
- CLASS 36: ANCHORING & VOICE MODULATION PRACTICE
- CLASS 37: PUBLIC SPEAKING & PRESENTATION SKILLS
- CLASS 38: CRISIS COMMUNICATION & MEDIA MANAGEMENT
- CLASS 39: PRACTICAL – SHOOT & EDIT A SHORT VIDEO STORY
- CLASS 40: PRACTICAL – PHOTOJOURNALISM ASSIGNMENT

MONTH 6 – INDUSTRY EXPOSURE & CAREER PREP

- CLASS 41: MEDIA INDUSTRY STRUCTURE – PRINT, TV, DIGITAL
- CLASS 42: ROLE OF PR AGENCIES & CORPORATE COMMUNICATION
- CLASS 43: FREELANCING & CAREER OPTIONS IN MASS COMM
- CLASS 44: RESUME WRITING FOR MEDIA INDUSTRY
- CLASS 45: PORTFOLIO CREATION (WRITING SAMPLES, DIGITAL CONTENT)
- CLASS 46: MOCK TEST – CURRENT AFFAIRS & MEDIA KNOWLEDGE
- CLASS 47: MOCK INTERVIEWS (FOR MEDIA JOBS & INTERNSHIPS)
- CLASS 48: FINAL PRESENTATION & EVALUATION (STUDENTS PRESENT THEIR OWN NEWS PROJECT)

Certificate in E-commerce & Online Business Development

3-Month , Course Module (24 Classes)

MONTH 1 – FOUNDATION

- CLASS 1 – INTRODUCTION TO E-COMMERCE & BUSINESS MODELS
- CLASS 2 – DIGITAL ECONOMY & E-COMMERCE TRENDS
- CLASS 3 – STARTING AN ONLINE BUSINESS (LEGAL & TECHNICAL)
- CLASS 4 – CHOOSING E-COMMERCE PLATFORMS
- CLASS 5 – WEBSITE SETUP & STORE DESIGN
- CLASS 6 – PRODUCT CATALOG MANAGEMENT
- CLASS 7 – PAYMENT SYSTEMS
- CLASS 8 – SHIPPING & LOGISTICS

MONTH 2 – MARKETING & GROWTH

- CLASS 9 – CUSTOMER SERVICE & RETURN POLICIES
- CLASS 10 – SEO FOR E-COMMERCE
- CLASS 11 – SOCIAL MEDIA MARKETING
- CLASS 12 – PAID ADS FOR E-COMMERCE
- CLASS 13 – INFLUENCER & AFFILIATE MARKETING
- CLASS 14 – EMAIL & MARKETING AUTOMATION
- CLASS 15 – E-COMMERCE ANALYTICS
- CLASS 16 – CONVERSION RATE OPTIMIZATION (CRO)

MONTH 3 – ADVANCED STRATEGIES & PROJECT

- CLASS 17 – CUSTOMER LOYALTY & RETENTION
- CLASS 18 – MOBILE COMMERCE
- CLASS 19 – MULTI-CHANNEL SELLING
- CLASS 20 – DROPSHIPPING
- CLASS 21 – PRINT-ON-DEMAND & NICHE STORES
- CLASS 22 – SCALING & OUTSOURCING
- CLASS 23 – CASE STUDIES (AMAZON, FLIPKART, NYKAA, ETC.)
- CLASS 24 – FINAL PROJECT & PRESENTATION

Certificate in Basic AI-Powered Marketing Tools

1-Month , Course Module (8 Classes)

CLASS 1 – INTRODUCTION TO AI IN MARKETING

CLASS 2 – AI TOOLS FOR CONTENT CREATION (COPY, BLOGS, ADS)

CLASS 3 – AI-POWERED GRAPHIC DESIGN (CANVA, ADOBE FIREFLY, ETC.)

CLASS 4 – AI VIDEO CREATION & EDITING TOOLS

CLASS 5 – AI FOR SOCIAL MEDIA MANAGEMENT (SCHEDULING, CAPTIONS, INSIGHTS)

CLASS 6 – AI IN SEO & KEYWORD RESEARCH

CLASS 7 – AI FOR EMAIL & AUTOMATION (CHATGPT, MAILCHIMP AI)

CLASS 8 – CAPSTONE PROJECT: AI-POWERED CAMPAIGN

Advanced Certificate in AI

(3 month)

(24 Classes = 8 Basic + 16 Advanced)

PART B: ADVANCED (EXTRA 16 CLASSES)

CLASS 9 – AI FOR MARKET RESEARCH & CONSUMER INSIGHTS

CLASS 10 – AI-POWERED AD TARGETING (META ADS AI, GOOGLE ADS AI)

CLASS 11 – AI IN PERSONALIZATION & CUSTOMER JOURNEY MAPPING

CLASS 12 – CHATBOTS & CONVERSATIONAL AI (MANYCHAT, INTERCOM, DRIFT)

CLASS 13 – AI IN E-COMMERCE (RECOMMENDATION ENGINES, SMART UPSELLING)

CLASS 14 – PREDICTIVE ANALYTICS FOR MARKETING

CLASS 15 – AI TOOLS FOR INFLUENCER & AFFILIATE MARKETING

CLASS 16 – AI IN SOCIAL LISTENING & BRAND MONITORING

CLASS 17 – GENERATIVE AI FOR CREATIVE CAMPAIGNS

CLASS 18 – AI IN VIDEO ADS (VOICEOVER, DUBBING, AUTO-EDITING)

CLASS 19 – AI FOR PERFORMANCE TRACKING & REPORTING (DASHBOARDS)

CLASS 20 – ETHICS, RISKS & LIMITATIONS OF AI IN MARKETING

CLASS 21 – FUTURE OF AI IN DIGITAL MARKETING

CLASS 22 – CASE STUDIES: BRANDS USING AI SUCCESSFULLY

CLASS 23 – PROJECT LAB: DESIGNING A FULL AI-POWERED MARKETING PLAN

CLASS 24 – FINAL PRESENTATION & CERTIFICATION

Certificate in YouTube Growth & Video Marketing 3-Month , Course Module (8 Classes)

MONTH 1 – FOUNDATION & SETUP

- CLASS 1 – INTRODUCTION TO YOUTUBE ECOSYSTEM & VIDEO MARKETING
- CLASS 2 – UNDERSTANDING YOUTUBE ALGORITHM & TRENDS
- CLASS 3 – NICHE SELECTION & AUDIENCE RESEARCH
- CLASS 4 – CHANNEL SETUP (BRANDING, BANNER, LOGO, ABOUT SECTION)
- CLASS 5 – EQUIPMENT & TOOLS (CAMERA, MIC, EDITING SOFTWARE, MOBILE SETUP)
- CLASS 6 – CONTENT PLANNING & SCRIPTING TECHNIQUES
- CLASS 7 – VIDEO PRODUCTION BASICS (LIGHTING, AUDIO, SHOOTING ANGLES)
- CLASS 8 – EDITING ESSENTIALS (PREMIERE PRO, CAPCUT, DAVINCI, AI TOOLS)

MONTH 2 – CONTENT GROWTH & OPTIMIZATION

- CLASS 9 – THUMBNAILS & TITLES THAT GRAB ATTENTION
- CLASS 10 – YOUTUBE SEO (KEYWORDS, TAGS, DESCRIPTIONS, HASHTAGS)
- CLASS 11 – PLAYLISTS, END SCREENS & CARDS FOR ENGAGEMENT
- CLASS 12 – SHORTS VS LONG-FORM STRATEGY
- CLASS 13 – CONSISTENCY & CONTENT CALENDAR PLANNING
- CLASS 14 – COMMUNITY BUILDING (COMMENTS, POLLS, YOUTUBE COMMUNITY TAB)
- CLASS 15 – COLLABORATIONS & CROSS-PROMOTION
- CLASS 16 – SOCIAL MEDIA INTEGRATION (INSTAGRAM, FACEBOOK, LINKEDIN, BLOGS)

MONTH 3 – MONETIZATION & ADVANCED GROWTH

- CLASS 17 – YOUTUBE ANALYTICS & INSIGHTS (CTR, WATCH-TIME, RETENTION)
- CLASS 18 – INCREASING ENGAGEMENT (LIKES, SHARES, SUBSCRIPTIONS)
- CLASS 19 – MONETIZATION MODELS (ADS, MEMBERSHIPS, SUPERCHAT, AFFILIATE)
- CLASS 20 – SPONSORSHIPS & BRAND DEALS
- CLASS 21 – VIDEO MARKETING FOR BUSINESSES (LEAD GEN, PRODUCT SALES, BRANDING)
- CLASS 22 – PAID ADS ON YOUTUBE (TRUEVIEW, IN-STREAM, DISCOVERY ADS)
- CLASS 23 – CASE STUDIES OF SUCCESSFUL YOUTUBERS & BRANDS
- CLASS 24 – FINAL PROJECT: LAUNCH & PRESENT A YOUTUBE GROWTH STRATEGY

Certificate in YouTube Growth & Video Marketing

3-Month, Course Module (24 Classes)

MONTH 1 – FOUNDATION & SETUP

- CLASS 1 – INTRODUCTION TO YOUTUBE ECOSYSTEM & VIDEO MARKETING
- CLASS 2 – UNDERSTANDING YOUTUBE ALGORITHM & TRENDS
- CLASS 3 – NICHE SELECTION & AUDIENCE RESEARCH
- CLASS 4 – CHANNEL SETUP (BRANDING, BANNER, LOGO, ABOUT SECTION)
- CLASS 5 – EQUIPMENT & TOOLS (CAMERA, MIC, EDITING SOFTWARE, MOBILE SETUP)
- CLASS 6 – CONTENT PLANNING & SCRIPTING TECHNIQUES
- CLASS 7 – VIDEO PRODUCTION BASICS (LIGHTING, AUDIO, SHOOTING ANGLES)
- CLASS 8 – EDITING ESSENTIALS (PREMIERE PRO, CAPCUT, DAVINCI, AI TOOLS)

MONTH 2 – CONTENT GROWTH & OPTIMIZATION

- CLASS 9 – THUMBNAILS & TITLES THAT GRAB ATTENTION
- CLASS 10 – YOUTUBE SEO (KEYWORDS, TAGS, DESCRIPTIONS, HASHTAGS)
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- CLASS 12 – SHORTS VS LONG-FORM STRATEGY
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- CLASS 14 – COMMUNITY BUILDING (COMMENTS, POLLS, YOUTUBE COMMUNITY TAB)
- CLASS 15 – COLLABORATIONS & CROSS-PROMOTION
- CLASS 16 – SOCIAL MEDIA INTEGRATION (INSTAGRAM, FACEBOOK, LINKEDIN, BLOGS)

MONTH 3 – MONETIZATION & ADVANCED GROWTH

- CLASS 17 – YOUTUBE ANALYTICS & INSIGHTS (CTR, WATCH-TIME, RETENTION)
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- CLASS 23 – CASE STUDIES OF SUCCESSFUL YOUTUBERS & BRANDS
- CLASS 24 – FINAL PROJECT: LAUNCH & PRESENT A YOUTUBE GROWTH STRATEGY

Certificate in Startup Launch & Freelance Business Skills

3-Month , Course Module (24 Classes)

MONTH 1 – STARTUP & FREELANCING FOUNDATIONS

- CLASS 1 – INTRODUCTION TO STARTUPS & FREELANCING WORLD
- CLASS 2 – IDEA GENERATION & VALIDATION TECHNIQUES
- CLASS 3 – BUSINESS MODELS & REVENUE STREAMS
- CLASS 4 – PERSONAL BRANDING FOR ENTREPRENEURS & FREELANCERS
- CLASS 5 – LEGAL BASICS: BUSINESS REGISTRATION, GST, CONTRACTS
- CLASS 6 – TIME MANAGEMENT & PRODUCTIVITY TOOLS
- CLASS 7 – ESSENTIAL SOFT SKILLS (COMMUNICATION, NEGOTIATION, NETWORKING)
- CLASS 8 – BUILDING AN ENTREPRENEURIAL MINDSET & RISK MANAGEMENT

MONTH 2 – BUSINESS DEVELOPMENT & CLIENT GROWTH

- CLASS 9 – MARKET RESEARCH & COMPETITOR ANALYSIS
- CLASS 10 – PRICING STRATEGIES & PROPOSAL WRITING
- CLASS 11 – BUILDING A PORTFOLIO & CASE STUDIES
- CLASS 12 – SALES TECHNIQUES & CLIENT ACQUISITION
- CLASS 13 – FREELANCE PLATFORMS (UPWORK, FIVERR, FREELANCER, LINKEDIN)
- CLASS 14 – DIGITAL MARKETING FOR STARTUPS & FREELANCERS
- CLASS 15 – SOCIAL MEDIA BRANDING & NETWORKING
- CLASS 16 – MANAGING CLIENTS & BUILDING LONG-TERM RELATIONSHIPS

MONTH 3 – GROWTH, FINANCE & SCALING

- CLASS 17 – FINANCIAL MANAGEMENT (BUDGETING, CASHFLOW, INVOICING)
- CLASS 18 – RAISING FUNDS: INVESTORS, GRANTS, CROWDFUNDING
- CLASS 19 – OUTSOURCING & TEAM BUILDING FOR STARTUPS
- CLASS 20 – FREELANCE BUSINESS AUTOMATION TOOLS (CRM, PAYMENT SYSTEMS)
- CLASS 21 – PERSONAL DEVELOPMENT: LEADERSHIP & STRESS MANAGEMENT
- CLASS 22 – SCALING YOUR STARTUP & FREELANCE BUSINESS
- CLASS 23 – CASE STUDIES OF SUCCESSFUL STARTUPS & FREELANCERS
- CLASS 24 – FINAL PROJECT: PITCH YOUR STARTUP OR FREELANCE BUSINESS PLAN

Certificate in Digital Marketing Fundamentals

3-Month , Course Module (24 Classes)

MONTH 1

1. INTRODUCTION TO DIGITAL MARKETING & CAREER SCOPE
2. WEBSITE BASICS & BASIC WEBSITE DESIGN (WORDPRESS/NO-CODE)
3. FUNDAMENTALS OF SEO (ON-PAGE)
4. SEO OFF-PAGE & LINK BUILDING
5. GOOGLE MY BUSINESS REGISTRATION & LOCAL SEO
6. SOCIAL MEDIA MARKETING FUNDAMENTALS
7. BASIC DESIGN WITH CANVA & CREATIVE TOOLS
8. CONTENT STRATEGY & CALENDAR

MONTH 2

9. BASIC GOOGLE SEARCH ADS SETUP
10. PAID ADS BASICS (INTRO TO GOOGLE & META ADS)
11. FACEBOOK & INSTAGRAM MARKETING BASICS
12. WHATSAPP & EMAIL MARKETING BASICS
13. MOBILE MARKETING & APP PROMOTION
14. ANALYTICS BASICS (GOOGLE ANALYTICS, META INSIGHTS)
15. ONLINE REPUTATION MANAGEMENT (ORM)
16. MINI PROJECT 1: CREATE WEBSITE + RUN GMB LISTING

MONTH 3

17. INFLUENCER & AFFILIATE MARKETING BASICS
18. BLOGGING & CONTENT MARKETING
19. COPYWRITING FOR ADS & SOCIAL MEDIA
20. MARKETING AUTOMATION BASICS
21. INTRO TO E-COMMERCE MARKETING
22. FREELANCING BASICS IN DIGITAL MARKETING
23. CASE STUDIES OF SUCCESSFUL CAMPAIGNS
24. FINAL PROJECT & PRESENTATION

Certificate in Advanced Digital Marketing Strategies 6-Month , Course Module (48 Classes)

**6 Months (Advanced Certificate – 48 Classes)
(3 Month Basic + Advanced Skills & Tools)**

MONTH 4

25. ADVANCED SEO (TECHNICAL SEO, SCHEMA, TOOLS)
26. ADVANCED PAID ADS (CAMPAIGN STRUCTURES, RETARGETING)
27. LANDING PAGE DESIGN & CRO (CONVERSION OPTIMIZATION)
28. WHATSAPP AUTOMATION TOOLS (WATI, AI CHATBOTS)
29. EMAIL AUTOMATION (MAILCHIMP, HUBSPOT)
30. AI TOOLS FOR MARKETING (COPYWRITING, SCHEDULING, OPTIMIZATION)
31. IMAGE-TO-VIDEO & TEXT-TO-IMAGE TOOLS (CANVA AI, PICTORY, D-ID, RUNWAY ML)
32. MINI PROJECT 2: GOOGLE ADS + WHATSAPP AUTOMATION

MONTH 5

33. E-COMMERCE WEBSITE BUILDING (SHOPIFY, WOOCOMMERCE)
34. GOOGLE SHOPPING ADS SETUP
35. FUNNEL BUILDING (LEAD GEN, NURTURING, SALES FUNNELS)
36. BRANDING STRATEGIES FOR STARTUPS
37. LINKEDIN & B2B MARKETING
38. QUORA, REDDIT & MICRO-CONTENT MARKETING
39. EVENT MARKETING & WEBINARS
40. CASE STUDY DISCUSSIONS

MONTH 6

41. ADVANCED ANALYTICS (GA4, TAG MANAGER, LOOKER STUDIO)
42. MARKETING DASHBOARDS & REPORTS
43. GOOGLE PERFORMANCE MAX ADS (GOOGLE PLEX ADS)
44. SCALING FREELANCE AGENCY MODEL
45. AI IN CONTENT MARKETING (CHATGPT, JASPER)
46. INFLUENCER & AFFILIATE COLLABORATION ADVANCED
47. MINI PROJECT 3: E-COMMERCE STORE + SHOPPING ADS
48. FINAL PRESENTATION & VIVA

Certificate in Professional Program in Digital Marketing & Brand Building

12-Month , Course Module (84 Classes)

**(6 Month Advanced + 3 month Extra advance class+ 2 month
internship + 1 month Industry-Level Professional Training)**

MONTH 7

- 49. AI-POWERED AD MAKING (META AI, GOOGLE AI, CANVA AI ADS)
- 50. REELS MARKETING & VIRAL CONTENT STRATEGIES
- 51. VIDEO EDITING TOOLS (CAPCUT, PREMIERE PRO, AI EDITORS)
- 52. AI CHARACTER DESIGN & VIRTUAL INFLUENCERS (HEYGEN, SYNTHESIA, REFACE)
- 53. GROWTH HACKING & VIRAL MARKETING
- 54. NEUROMARKETING & CONSUMER PSYCHOLOGY
- 55. CRM TOOLS & ADVANCED AUTOMATION
- 56. MINI PROJECT 4: AI-POWERED REELS & ADS

MONTH 8

- 57. YOUTUBE MARKETING & GROWTH STRATEGY
- 58. YOUTUBE SEO (RANKING, TAGS, ANALYTICS)
- 59. PROGRAMMATIC ADVERTISING & MEDIA BUYING
- 60. INTERNATIONAL DIGITAL MARKETING & LOCALIZATION
- 61. PERSONAL BRANDING & THOUGHT LEADERSHIP
- 62. CORPORATE TRAINING IN DIGITAL MARKETING
- 63. LIVE CAMPAIGN MANAGEMENT (INDUSTRY PROJECT)
- 64. INDUSTRY EXPERT MASTERCLASS

MONTH 9

- 65. ADVANCED FREELANCE MARKETPLACE MASTERY
- 66. AGENCY BUILDING & CLIENT MANAGEMENT
- 67. CASE STUDIES (AMAZON, ZOMATO, FLIPKART, NYKAA)
- 68. INFLUENCER CONTRACTING & MONETIZATION
- 69. CAPSTONE PROJECT (FULL FUNNEL AI CAMPAIGN)
- 70. PORTFOLIO & RESUME DEVELOPMENT
- 71. MOCK INTERVIEWS & CAREER GUIDANCE
- 72. FINAL PROJECT DEFENSE & CERTIFICATION

Certificate in Professional Program in Digital Marketing & Brand Building

12-Month , Course Module (84 Classes)

**(6 Month Advanced + 3 month Extra advance class+ 2 month
internship + 1 month Industry-Level Professional Training)**

MONTH 10 – INTERNSHIP (PART 1)

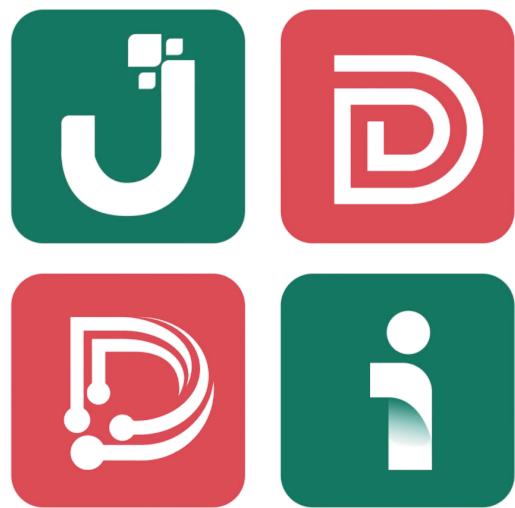
1. INTERNSHIP ORIENTATION & PROJECT ALLOCATION
2. COMPETITOR ANALYSIS FOR LIVE CLIENT
3. KEYWORD RESEARCH FOR CLIENT CAMPAIGN
4. WEBSITE OPTIMIZATION TASK
5. GOOGLE ADS LIVE CAMPAIGN SETUP
6. SOCIAL MEDIA STRATEGY FOR CLIENT
7. SEO OPTIMIZATION & REPORTING
8. INTERNSHIP PROGRESS REVIEW]

MONTH 11 – INTERNSHIP (PART 2)

1. CONTENT CALENDAR FOR CLIENT PROJECT
2. FACEBOOK & INSTAGRAM ADS (LIVE EXECUTION)
3. YOUTUBE MARKETING FOR CLIENT
4. WHATSAPP & EMAIL AUTOMATION FOR CLIENT
5. INFLUENCER COLLABORATION EXECUTION
6. ANALYTICS & REPORT SUBMISSION
7. ROI & BUDGET ANALYSIS
8. INTERNSHIP EVALUATION & FEEDBACK

MONTH 12 – PROFESSIONAL TRAINING

1. INDUSTRY-LEVEL DIGITAL MARKETING TRENDS
2. ADVANCED AI TOOLS FOR MARKETING
3. PROFESSIONAL CLIENT PROPOSAL & PITCHING
4. AGENCY-STYLE TEAM COLLABORATION
5. INTERNATIONAL FREELANCING & CLIENT HANDLING
6. CASE STUDIES FROM AGENCIES
7. CAPSTONE PROJECT PRESENTATION
8. CAREER GUIDANCE & PLACEMENT SUPPORT



**JUNAK DIGITAL DISCOVERY
INSTITUTION**

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