

AI & Marketing Automation Tools Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The AI & Marketing Automation Tools course at GIDM is designed to help students leverage **artificial intelligence and automation** to scale digital marketing efforts, improve efficiency, and drive better results. This course covers AI tools, workflows, and automation strategies used by modern marketers.

What You Will Learn

- AI fundamentals for digital marketing
 - AI tools for content, ads, and analytics
 - Marketing automation workflows
 - Lead nurturing and CRM automation
 - Personalization and performance optimization
 - Ethical and responsible AI use
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Detailed Course Modules

Module 1: Introduction to AI in Marketing

- What is AI & machine learning?
 - Role of AI in modern marketing
 - Use cases across channels
 - Benefits & limitations
 - AI career opportunities
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Module 2: AI Tools for Content Creation

- AI writing tools for blogs & ads
- Image & video generation tools
- Prompt engineering basics
- Content quality & originality checks
- Human + AI collaboration

Module 3: AI for SEO & Research

- AI-assisted keyword research
- Topic clustering & content planning
- On-page optimization with AI
- SERP analysis using AI tools
- SEO automation workflows

Module 4: AI for Paid Ads & Creatives

- AI-powered ad copy generation
- Creative testing & variations
- Smart bidding & optimization
- Audience discovery with AI
- Performance Max overview

Module 5: Marketing Automation Fundamentals

- What is marketing automation?
- Automation vs manual marketing
- Automation funnels & journeys
- Trigger-based workflows
- Data sources & integrations

Module 6: Email & Lead Automation

- Email automation tools overview
- Lead capture & segmentation
- Drip campaigns & nurturing
- Personalization using AI
- Open-rate & CTR optimization

Module 7: CRM & Sales Automation

- CRM basics & integrations
- Lead scoring with AI
- Sales pipeline automation
- Customer lifecycle management

- Reporting & insights
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Module 8: Chatbots & Conversational AI

- Chatbot use cases
 - AI chatbot tools overview
 - Website & WhatsApp chatbots
 - Lead qualification via chatbots
 - Conversation optimization
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Module 9: Analytics, Automation & Optimization

- AI-driven analytics insights
 - Predictive analytics basics
 - Automation performance tracking
 - A/B testing with AI
 - Continuous optimization
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Module 10: Ethics, Privacy & Future Trends

- Responsible AI usage
 - Data privacy & compliance basics
 - AI bias & transparency
 - Future of AI in marketing
 - Career roadmap
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✂ Practical Training & Projects

- AI content creation project
 - Marketing automation workflow setup
 - Email drip campaign creation
 - Chatbot setup & testing
 - Final AI-driven marketing project
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Certification & Career Support

- Industry-recognized certification

- Internship assistance
 - Resume & interview preparation
 - Freelancing & client handling guidance
 - 100% placement support
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Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, marketers, entrepreneurs, and business owners.

Q2. Do I need technical knowledge?

No, the course is designed for beginners with step-by-step guidance.

Q3. Is this course practical?

Yes, it includes hands-on projects with real AI tools.

Q4. Will I get placement support?

Yes, GIDM provides placement and career guidance.

Q5. Can I use these skills for freelancing?

Yes, AI and automation skills are highly demanded.

Transform Marketing with AI & Automation at GIDM

Learn to work smarter and scale faster using AI-powered marketing tools.

