

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

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

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

Module 8: Chatbots & Conversational AI

- Chatbot use cases
- AI chatbot tools overview
- Website & WhatsApp chatbots
- Lead qualification via chatbots
- Conversation optimization

Module 9: Analytics, Automation & Optimization

- AI-driven analytics insights
- Predictive analytics basics
- Automation performance tracking
- A/B testing with AI
- Continuous optimization

Module 10: Ethics, Privacy & Future Trends

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

❖ Practical Training & Projects

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

🎓 Certification & Career Support

- Industry-recognized certification

- Internship assistance
- Resume & interview preparation
- Freelancing & client handling guidance
- 100% placement support

❓ 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.

