

Diploma in
**Digital
Marketing**

Experiential Learning with
AI Integration & Prentical Orientation



About us

Welcome to Watermelon Academy, where we offer a 4-month offline "Diploma in Digital Marketing". Our mission is to deliver a hands-on, in-depth learning experience that empowers you with the tools and strategies to thrive in the ever-evolving digital marketing space.

At Watermelon Academy, we believe in learning from those who've mastered the craft. Our curriculum is designed and taught by seasoned digital marketers and agency owners who bring real-world insights into every session. Our instructors are not just teachers they are active professionals who understand the pulse of the industry and are passionate about sharing their journey with you.

Experiential Learning

Our course emphasizes hands-on experience, ensuring that you learn by doing. You'll work on real-world projects and case studies, gaining practical skills that you can immediately apply in your career.

AI Integration

We integrate the latest advancements in artificial intelligence into our curriculum, giving you a competitive edge in the digital marketing world. Learn how to leverage AI tools and techniques to enhance your marketing strategies

Practical Orientation

Our practical-oriented approach ensures that you not only understand theoretical concepts but also know how to implement them effectively. This course is designed to bridge the gap between theory and practice, preparing you for real-world challenges.

Why Choose us

Practice Under Professional
Digital Marketers

AI Integrated Syllabus

Company Internship Opportunities

Communication Training

Life Time Trainer's Support

Participation in Live Projects

International Certification

Interview Preparation Training

100% Lifetime Placement Assistance



Opportunities For Digital Marketing

Digital Marketing
Executive

SEO & SEM
Specialist

Digital Marketing
Strategist

PPC Specialist

Social Media
Marketer

Content Strategist

Social Media
Account Manager

Email Marketing
Specialist

Performance
Marketer

Influencer
Marketing Manager



Modules

Marketing
Overview

Introduction to
Digital Marketing

Content
Marketing

Blog Writing &
Publishing

LinkedIn
Mastery

Design
Essentials

Website
Development
(Zero Coding)

Search Engine
Optimization

Search Engine
Marketing

Google
Analytics

Social Media
Marketing

Meta Ads
Manager

Tik Tok
Marketing

Practical Lead
Generation
Campaign

Performance
Marketing

Campaign
Management &
Reporting

Videography &
Photography

Google
Adsense

Online Reputation
Management

Email
Marketing

LinkedIn
Marketing

Snapchat
Marketing

Shopify

Woo
Commerce

Communication
Presentation
Training

Business
Etiquette

Agency
Orientation

Interview
Training

AI Tools in
Marketing

E-Commerce

Influencer
Marketing

Marketing
Automation

Tools

wireframe|cc



Google
Keyword Planner



Ubersuggest

yoast

MOZ



ahrefs

Google
Search Console



Google
Alerts

SEMRUSH
COMPETITIVE INTELLIGENCE



Trello

HubSpot

grammarly



BENCHMARK

Hootsuite

Canva



zapier

ZOHO



Site Kit





MobileMonkey



Google Ads



Google AdSense

Certifications



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