



Master Digital Academy

Digital Marketing & AI Course

A practical 12-week course in SEO, Google Ads, Meta Ads, websites, social media, analytics, email, WhatsApp and AI — in small batches of 10.

डिजिटल मार्केटिंग और AI — नारनौल क्लासरूम या लाइव ऑनलाइन

Narnaul classroom opens Friday, 11 December 2026

Since 2014

teaching digital marketing

9,000+

learners trained

12 weeks

classroom or live online

10 per batch

Hindi + English

₹45,000 + GST

₹53,100 total · US\$550 abroad

Free demo

every Sunday from Sunday, 13 December 2026



Manjeet Yadav leading a community digital-skills session

The course at a glance

Course	Digital Marketing & AI — 12 weeks (3 months)
Narnaul classroom	Gyan Generator Gali, near Gyan Booster, Nasibpur, Narnaul, Haryana 123001
Opens	Friday, 11 December 2026
Fee	₹45,000 + 18% GST = ₹53,100 (India, classroom or online) · US\$550 outside India
Classroom batches	Morning 9:00–10:30 AM · evening (time to be announced) · Hindi + English · max 10
Live online	9:00–10:30 AM IST, every day except Tuesday · ~108 live hours
International batches	English · US\$550
Demo class	Free, every Sunday from Sunday, 13 December 2026
Eligibility	Anyone comfortable with a computer — students after 12th, graduates, professionals, business owners
Certificates	MDA course certificate · preparation for Google Skillshop certifications (issued by Google)
Career support	Portfolio, CV, LinkedIn, mock interviews, freelancing guidance (no guaranteed placement)

Nine connected modules — one fee

Foundations

Customer research, funnels, offers and goals.

Websites & WordPress

Domains, hosting, WordPress pages and landing pages.

SEO, local SEO & AI search

Keywords, on-page, technical SEO, Google Business Profile, AI visibility.

Social media & content

Instagram, Facebook, LinkedIn, YouTube, Reels and calendars.

Google Ads

Search, Performance Max, YouTube, remarketing and tracking.

Meta Ads

Facebook and Instagram ads, lead forms, WhatsApp ads, Pixel.

Analytics

GA4, Tag Manager, UTMs and Looker Studio dashboards.

AI, email & WhatsApp

AI tools, prompts, email sequences and WhatsApp Business.

Portfolio & career

Google certifications, CV, LinkedIn, interviews, freelancing.

Syllabus (weeks 1–6)

Week 1 Digital marketing foundations

How people find, compare and choose a business online. Customer research, the buying journey, offers, competitor comparison, and the difference between traffic, enquiries and sales. Setting goals a business can measure.

Tools: Google Trends, AnswerThePublic, competitor websites, Meta Ad Library, Google Sheets

You build: A one-page marketing plan for a real local business.

Week 2 Websites, domains and WordPress

How a website works: domain, hosting, SSL and DNS. Installing WordPress, choosing a theme, building pages with blocks, menus, forms and a WhatsApp button. Writing a home page that answers a visitor's first questions.

Tools: WordPress, a page builder, Hostinger/cPanel basics, Canva for images

You build: A working four-page business website.

Week 3 Landing pages and conversion

One page, one offer, one action. Headlines, proof, forms, click-to-call and WhatsApp journeys. Page speed and mobile checks. Watching real visitor behaviour and fixing what stops people enquiring.

Tools: WordPress, Google PageSpeed Insights, Microsoft Clarity, Google Forms

You build: A landing page with a tested enquiry journey.

Week 4 SEO 1: keywords and on-page SEO

How Google ranks pages. Search intent, keyword research and keyword grouping. Page titles, meta descriptions, headings, internal links, image SEO and helpful content that earns rankings.

Tools: Google Keyword Planner, Google Search Console, Ubersuggest/Semrush free tier, Rank Math or Yoast

You build: A keyword map and two optimised pages.

Week 5 SEO 2: technical, local and AI search

Indexing, sitemaps, robots.txt, schema markup and Core Web Vitals. Local SEO with Google Business Profile, reviews and citations. How AI Overviews, ChatGPT and other assistants choose which businesses to mention.

Tools: Google Search Console, Google Business Profile, Rich Results Test, Screaming Frog (free)

You build: A technical and local SEO audit with a fix list.

Week 6 Social media and content

Choosing channels for an audience. Content pillars, Reels and short video, captions, hashtags and a posting calendar. Instagram, Facebook, LinkedIn and YouTube basics, plus community replies and reviews.

Tools: Meta Business Suite, Canva, CapCut, Instagram Insights, YouTube Studio

You build: A 30-day content calendar with six finished posts.

Syllabus (weeks 7–12)

Week 7 Google Ads 1: search campaigns

How the auction works. Campaign structure, keywords and match types, negative keywords, responsive search ads, assets and budgets. Setting up conversion tracking before spending a rupee.

Tools: Google Ads, Keyword Planner, Google Tag Manager

You build: A complete search campaign build with ads and negative keywords.

Week 8 Google Ads 2: Performance Max, YouTube and remarketing

Performance Max, Display, Demand Gen and YouTube video ads. Audiences and remarketing. Bidding strategies, reading search-term reports, optimising for quality leads instead of cheap clicks.

Tools: Google Ads, YouTube, Google Ads Editor

You build: An optimisation report on a sample account.

Week 9 Meta Ads for Facebook and Instagram

Campaign objectives, Advantage+ audiences, lookalikes and retargeting. Creative testing, lead forms vs WhatsApp vs website, Pixel and Conversions API basics, and judging lead quality, not just cost per lead.

Tools: Meta Ads Manager, Meta Events Manager, Meta Ad Library, Canva

You build: A Meta Ads plan with three creative variations.

Week 10 Analytics and reporting

GA4 events and conversions, Google Tag Manager, UTM links, Search Console reports and a client dashboard. Explaining what happened, why it matters and what to do next.

Tools: Google Analytics 4, Google Tag Manager, Looker Studio, UTM builder

You build: A one-page monthly report with a live dashboard.

Week 11 AI tools, email and WhatsApp automation

Using ChatGPT, Claude and Gemini for research, briefs, ad copy, images and reports — and checking their work. Permission-based email, WhatsApp Business catalogues and quick replies, and simple lead follow-up automation.

Tools: ChatGPT, Claude, Gemini, Canva AI, Brevo or Mailchimp, WhatsApp Business, Zapier/Make basics

You build: An AI-assisted campaign workflow and a 5-message nurture sequence.

Week 12 Capstone, certification and career

Bring every module together for one business. Prepare for Google's free Skillshop certifications. Portfolio, CV and LinkedIn profile, mock interviews, freelance pricing and writing your first proposal.

Tools: Google Skillshop, LinkedIn, Canva, Google Slides

You build: A full marketing plan presented to the trainer — your portfolio centrepiece.

Your trainers



Manjeet Yadav — Founder & Lead Mentor

Manjeet has been teaching digital marketing since 2014 and has trained more than 9,000 learners in classrooms and online. His own career has been in performance marketing: he has headed performance and brand marketing at WileyNxt, worked as digital marketing manager at Pearl Academy, and leads paid media, SEO and email campaigns for service businesses. He designed the MDA curriculum around the work marketers actually do, and mentors every batch personally.



Arvind Vishwakarma — Digital Marketing Trainer

Arvind teaches the foundations and social media modules: customer research, content pillars, Reels, captions and posting calendars. He helps beginners build confidence with hands-on practice, so every learner leaves with finished posts and a calendar they can show.



Suman Yadav — Web & SEO Specialist

Suman leads the website and SEO modules. Learners build WordPress pages, fix speed and mobile issues, run keyword research and set up Google Business Profiles — the skills local businesses ask for most.



Pawan Kumar — Performance Marketing Trainer

Pawan teaches paid advertising: Google Search and Performance Max, Facebook and Instagram campaigns, conversion tracking and reporting. His focus is on lead quality — building campaigns that bring real enquiries rather than cheap clicks.

Tools you will use

WordPress

Google Search Console

Google Business Profile

Google Keyword Planner

Google Ads

Google Ads Editor

Meta Ads Manager

Meta Business Suite

Google Analytics 4

Google Tag Manager

Looker Studio

Microsoft Clarity

PageSpeed Insights

Rank Math / Yoast

Screaming Frog

Semrush / Ubersuggest

Canva

CapCut

ChatGPT

Claude

Gemini

Brevo / Mailchimp

WhatsApp Business

Zapier / Make

YouTube Studio

LinkedIn

Career paths

- **Digital marketing executive:** Runs day-to-day social, SEO and ads tasks for a business or agency.
- **SEO executive / analyst:** Keyword research, on-page fixes, local SEO and reporting.
- **Performance marketing executive:** Builds and optimises Google Ads and Meta Ads campaigns.
- **Social media executive:** Plans content, writes captions, manages pages and community.
- **Content and AI marketing assistant:** Writes and edits with AI tools, checks facts, plans content.
- **Freelancer:** Offers focused services — Google Business Profile, ads, websites — to local businesses.
- **Business owner / family business:** Markets your own shop, clinic, school, coaching centre or brand.
- **Working professional:** Adds digital skills to sales, teaching, HR or operations work.

Outcomes depend on your effort and the opportunities you pursue. We do not guarantee placement.

The fee includes

- 12 weeks of live classes
- 12 assignments with trainer feedback + capstone review
- Notes, templates and checklists
- MDA certificate
- Google certification preparation
- CV, LinkedIn, mock interviews, freelancing guidance

Not included: live ad budgets, your own domain/hosting, paid software, laptop and internet.

Teaching in this area since 2014



Speaking to college students



A packed community digital-skills session

Frequently asked questions

What is the fee for the digital marketing course?

The full 12-week Digital Marketing & AI course costs ₹45,000 + 18% GST (₹53,100 in total) for the Narnaul classroom and for live online learners in India. Learners outside India pay US\$550. The fee covers all 12 weeks, assignments, trainer feedback, the MDA certificate and Google certification preparation.

How long is the course?

Three months (12 weeks). Live online classes run 9:00–10:30 AM IST every day except Tuesday — about 108 live hours. Narnaul classroom batches run in the morning (9:00–10:30 AM) or the evening (time to be announced).

When does the Narnaul classroom open?

The Narnaul centre opens on Friday, 11 December 2026 at Gyan Generator Gali, near Gyan Booster, Nasibpur, Narnaul. Free demo classes run every Sunday from 13 December 2026.

How many students are in a batch?

A maximum of 10 students per batch, so every learner gets individual feedback on their work.

Which language is the course taught in?

Narnaul classroom batches are taught in Hindi and English. Live online batches for India can be Hindi + English; international batches are taught in English.

Do I need any experience to join?

No. The course starts from the basics. You need to be comfortable using a computer and the internet, and to give around 5–6 hours a week to assignments outside class.

Will I get a certificate?

Yes. You receive the Master Digital Academy certificate when you complete the course and your assignments. We also prepare you for Google's free Skillshop certification exams, such as Google Ads Search; those certificates are issued by Google.

Is there a free demo class?

Yes. Once the Narnaul centre opens, a free demo class runs every Sunday. Online learners can request a demo session through WhatsApp.

Do you guarantee a job?

No institute can honestly guarantee a job. We give you a portfolio of real work, Google certification preparation, CV and LinkedIn help, mock interviews and guidance on freelancing. Your results depend on your effort and the opportunities you pursue.

How to join

- 1 WhatsApp or call **+91 70651 11233**, or enquire at masterdigitalacademy.com
- 2 Free counselling call to choose classroom or online
- 3 Attend a free Sunday demo class (Narnaul) or an online demo
- 4 Pay the fee and reserve your seat — only 10 per batch

Narnaul centre

Gyan Generator Gali, near Gyan Booster, Nasibpur
Narnaul, Mahendragarh district, Haryana 123001

Phone / WhatsApp

+91 70651 11233

Email

info@masterdigitalacademy.com

Website

masterdigitalacademy.com

Brochure updated 2026-10-22. Fees and dates may change; the website always shows the current version.