



PRIME

A HUB OF DIGITAL PROMOTION

JOB-READY TRAINING PROGRAM 2026–27 · DOMAIN 02 OF 06

Digital Marketing

Think like a marketer: plan, launch, measure and optimise campaigns.

PROGRAM AT A GLANCE

8 Weeks · 40 Sessions

Beginner to job-ready

PROGRAM DURATION

01 Oct 2026 – 31 Mar 2027

MODEL

2 Months Training + 4 Months
Internship

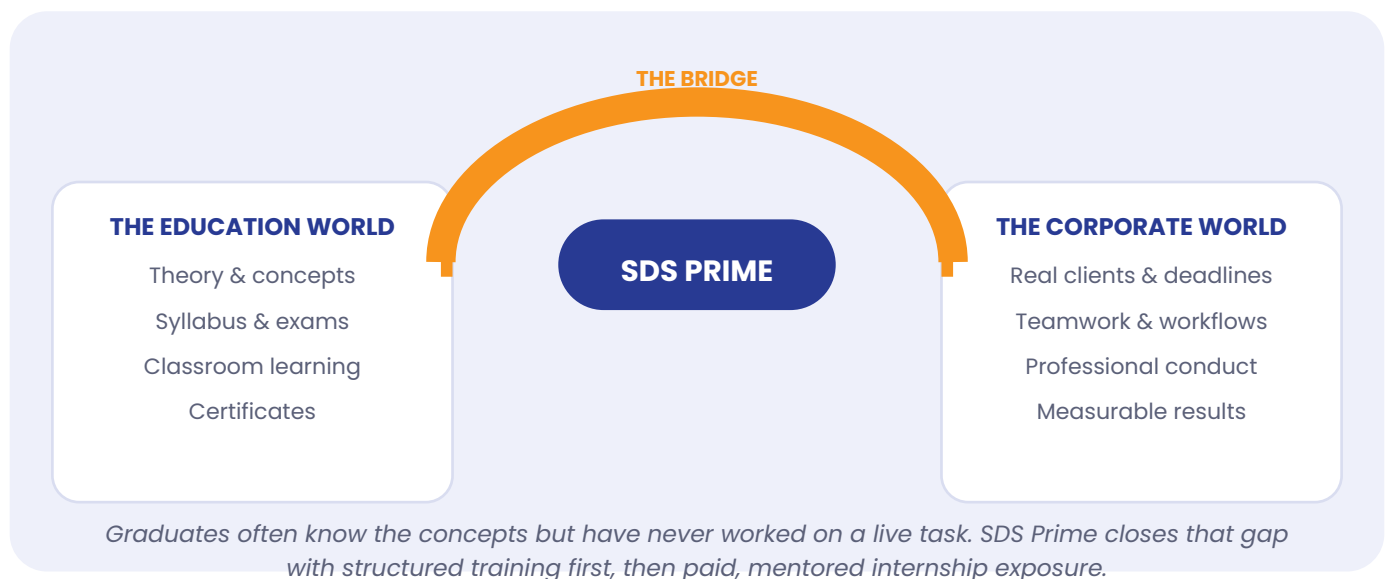
STIPEND

₹3,000 / month from Month 3

About SDS Prime

SDS Prime — A Hub of Digital Promotion — is based at AT News House in Aligarh. We work where content, creativity, technology and marketing meet, and our training is built around how a real digital-promotion workplace operates.

The Job-Ready Training Program was started with one thought: **to connect the educational world and the corporate world** and to be the bridge between them. Here, learners do not wait until the end of a course to apply what they know. They learn a concept, practise it the same day, and then use it on real work.



WHAT MAKES THE BRIDGE WORK

Learn

Domain-specific training with concepts explained through workplace examples.

Apply

Every class ends with a guided practical, and every week with a project or assessment.

Perform

From Month 3, interns work on real-time assignments in a professional workflow.

WHO THIS PROGRAM IS FOR

Students

Who want practical skills alongside, or right after, their studies.

Fresh graduates

Who want workplace exposure and a portfolio before the job hunt.

Career switchers

Who are starting fresh in a new field. Beginner-friendly across domains.

Mission, Vision & Objectives

OUR MISSION

To bridge the gap between education and the corporate world by giving every learner structured training, real-time practice and workplace exposure, so they step into their first job with skills, a portfolio and confidence.

OUR VISION

To be the most trusted launchpad for young professionals: a place where learning and working happen together, and where every learner grows into an industry-ready professional.

PROGRAM OBJECTIVES

01

Build practical, industry-relevant skills in the learner's chosen domain.

02

Provide exposure to real-time assignments, projects and professional workflows.

03

Develop workplace discipline, communication, teamwork and professional confidence.

04

Create a stronger foundation for internships and entry-level career opportunities.

OUR LEARNING MODEL: LEARN, PRACTISE, APPLY, GROW

LEARN

Months 1-2

Structured domain training with guided learning and skill-building.

PRACTISE

Every week

Guided practicals, assignments and a weekly project or review.

APPLY

Months 3-6

Practical internship exposure with real-time work and mentorship.

GROW

On completion

Portfolio, certification, career guidance and a Goa celebration trip.

**We don't just teach skills.
We build workplace readiness.**

SKILLS

Domain expertise

EXPOSURE

Real workflows

CONFIDENCE

Job-ready mindset

Digital Marketing

Think like a marketer: plan, launch, measure and optimise campaigns.

DURATION

8 Weeks · 40 Sessions

FORMAT

Mon–Thu learning · Friday practical

LEVEL

Beginner to job-ready

FINAL OUTPUT

Final Campaign Presentation + Report

PHASE 1 · MONTHS 1–2 · WEEK-WISE STRUCTURED TRAINING

WEEK	FOCUS & TOPICS COVERED	PRACTICAL OUTPUT
WEEK 01	Digital Marketing Foundations What digital marketing is, traditional vs digital, customer persona & buyer journey, funnel & KPIs	Buyer persona + funnel map
WEEK 02	Website, WordPress & Landing Pages Domain & hosting, WordPress setup, landing page design, website copy, UX & conversion basics	Basic landing page / website plan
WEEK 03	SEO Fundamentals What SEO is, keyword research & search intent, on-page SEO, content SEO & topic clusters	Keyword research + on-page audit
WEEK 04	Technical & Off-Page SEO + AI Search Technical SEO, backlinks & digital PR, AI-assisted search, Search Console & SEO reporting	Technical checklist + AI content brief
WEEK 05	Google Ads / PPC PPC fundamentals, keyword planning & match types, bidding, budget & ad copy, display & remarketing	Complete Search campaign + ad copy
WEEK 06	Social Media Marketing Social foundations, Facebook & Instagram ads, LinkedIn & YouTube, content strategy & community	Multi-platform social campaign build
WEEK 07	Content & Email Marketing Content marketing, copywriting & video scripting, email marketing, automation & measurement	Content calendar + email funnel
WEEK 08	GA4, Reporting & Capstone GA4 basics, reports, UTM & attribution, dashboards, optimisation, testing & marketing ethics	Performance report + final campaign pitch

SKILLS YOU WILL GAIN

SEO

Google Ads (PPC)

Meta & LinkedIn ads

WordPress

Email marketing

GA4 analytics

Copywriting

CAREER ROLES YOU CAN AIM FOR

- Digital Marketing Executive
- SEO Executive
- Performance Marketer
- Social Media Executive

PHASE 2 · MONTHS 3–6 · INTERNSHIP (₹3,000 / MONTH STIPEND)

Interns work on real-time campaigns and assignments — social media, ads, SEO tasks, content and reporting — and build a portfolio of measurable results while they learn.

Fees, Stipend & Completion

PROGRAM FEE STRUCTURE

Course Fee	₹37,000
One-time Registration Fee	₹1,000

Total Program Fee **₹38,000**

STIPEND STRUCTURE

- **Month 1**
Unpaid: orientation, structured learning and skill development
- **Month 2**
Continued structured training and practical preparation
- **Month 3 onwards**
₹3,000 per month during the practical internship phase*
**Subject to program terms, attendance, discipline and performance requirements.*

WHAT YOU GET

- Industry-oriented training and practical skill development
- Professional mentorship and guided learning
- Domain-specific practical experience
- Career guidance and job-ready preparation
- Hands-on learning through assignments, activities and real-time projects
- Workplace exposure and understanding of professional workflows
- Communication, teamwork and professional development
- A portfolio of practical work to show employers

COMPLETION, CERTIFICATION & CELEBRATION

Participants who complete the program as per attendance, discipline, training and internship requirements are eligible for program completion recognition and certification.

Completion activities also include certificate distribution, team celebration and recognition of each participant's learning journey.

GOA TRIP

3 Nights / 4 Days

as per program terms & eligibility

PROGRAM GUIDELINES

- Participants must carry a laptop for training and practical sessions wherever required.
- Regular attendance and professional discipline are mandatory throughout the program.
- Assigned tasks, projects and practical work must be completed within the given timelines.
- Professional conduct, teamwork and respectful communication are expected throughout.
- Benefits, stipend and completion activities are subject to eligibility and performance requirements.



Bridge the gap. Build your career.

HOW TO JOIN

1

Choose your domain

Digital Marketing

2

Register

One-time registration fee of ₹1,000

3

Begin training

Program starts 01 October 2026

VISIT US

SDS Prime · AT News House

Vishnupuri, Ramghat Road, Aligarh

Laptop required for training and practical sessions

A HUB OF DIGITAL PROMOTION

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