M.O.P. VAISHNAV COLLEGE FOR WOMEN (Autonomous)
(College affiliated to the University of Madras & Re-accredited at "A++" Grade by NAAC)
Chennai - 600 034

Digital SchOlar

Diploma in
AI & Digital Marketing Dual Certification Course in Chennai

Agency-Style Learning, Powered by AI Agents

About the College

M.O.P. Vaishnav College for Women (Autonomous) is committed to the cause of empowering women through holistic education that would enrich their personality and groom them into academically proficient, self- reliant, motivated, creative, analytical, culturally rich, self-sustained, humane, responsible, and confident individuals.

About Digital Scholar

- **Award Winning Asia's Leading Digital Marketing Institute**
- **4.8/5 (3600+ Reviews)**
- **375,000+ Students Trained**
- **Google and Meta Partner**
- **300+ Crores Ad Spends**
- **Learn Ai in Depth**
- **Work on Real Brands**

₹3.6 LPA+
Average Annual Package
Many Students Get Placed in Agencies, Work for Small Business Owners, IT Companies

₹12 LPA+
Highest Package

₹65,000
Monthly Freelancing
20-Year-Old Shreya as Google Ads Freelancer

What You'll Learn
(Updated Curriculum)

Core Live Modules

1. Ai x Social Media Marketing:
Grow, manage, and analyze multi-platform strategies.

2. Ai x Website Building & SEO:
Design, rank, and optimize websites like a pro.

3. Ai x Google Ads:
Launch search, display, and shopping ad campaigns.

4. Ai x Meta Ads (Facebook + Instagram):
Master audience targeting, creative testing & automation.

5. Ai x Landing Pages & Automation:
Build high-converting pages, automate with email & WhatsApp.

Pre-Recorded AI-Enhanced Mastery Modules

6. Copywriting:
Write scroll-stopping, conversion-driven content.

7. Affiliate Marketing:
Monetize niche traffic & grow passive income.

8. Email Marketing:
Craft smart automation workflows for nurturing leads.

9. WhatsApp Automation:
Use chat-based marketing for instant engagement.

10. Canva Mastery:
Design stunning graphics without being a designer.

11. Reels Mastery::
Create viral short-form content on Instagram & YouTube Shorts.

12. AI Content Mastery:
Use ChatGPT, Midjourney & other AI tools to create, automate, and scale content across formats.

Our Previous Batch Students

PALAK. C (BBA)
Brands worked with: Zeeza, Twin birds
Leads Generated: 173 for Zeeza
Got Placed: echoVME

PRAACHI GOEL (II B.B.A. Shift-I)
Brands worked with: Digital scholar, Hut K Cafe, Levista Coffee
Leads Generated: 10 (Meta)

ADITI JAIN (I BBA)
Brands worked with: Natural Salon, Hut k cafe, Levista.
Leads Generated: 10+

VAISHNAVI P
II BSc (Food Science & Management)
Brands worked with: Zeeza (meta ads), Twin Birds (social media)
Leads generated: 173 leads

HEMAMALINI (BBA)
Brands worked with: Natural Salon

Course Fee:
~~1,00,000 + 18% GST~~

Offer Price:
50846.61 + 9152.39 = **59,999**
Actual Amount   GST Amount   Total Amount
(Including 4k Cashback)

- 6 months duration
- Only for women
- Minimum XII STD Pass
- Includes Internship