



PRIMAX EDUACADEMY LLP

(Registered Under MCA- Reg. No. ACX-3978, Govt. of India)
Ministry of Micro, Small & Medium Enterprises Reg. No.: UDYAM-KR-03-0692548
Bengaluru, Karnataka, India

ADMISSION OPEN ...

Early Applications recommended



APPLY NOW >

PROFESSIONAL CERTIFICATE PROGRAMME IN DIGITAL MARKETING WITH AI

(Weekend Online Training Program)



Course Commencing on
24-07-2026

About us

Primax Eduacademy LLP, established in 2026, is a training institute focused on quality education and skill development. It offers add-on courses, soft skills training, and career development programs for students and professionals. The institute provides coaching for competitive exams and professional certifications through online, offline, and hybrid modes. It also develops educational content such as study materials, video lectures, and test series, while collaborating with institutions and industry experts. Additionally, it delivers specialized programs including CA, CMA, and ACCA training to enhance career readiness.

Introduction

Digital Marketing has become a core driver of business growth in the digital era. With the integration of Artificial Intelligence (AI), marketing strategies are now more personalized, automated, and data-driven. This program is designed to provide a comprehensive understanding of digital marketing from basic to advanced levels, combined with hands-on practical training. Participants will gain real-time exposure to tools, campaign execution, and performance analysis using AI-powered platforms.

KEY OBJECTIVES



- To build a strong foundation in digital marketing concepts
- To introduce AI tools and their applications in marketing
- To develop practical skills in executing digital campaigns
- To enable data-driven marketing decisions using analytics
- To understand customer behavior and personalization using AI
- To provide hands-on experience with industry tools

Resource Person



Mr. Amudhakumar is a Digital Marketing Corporate Trainer, Strategist, and Speaker with a strong technical background, now a successful solopreneur. He has received notable recognitions, including the Einstein Award at Amazon and the Responsible Social Citizen Award for his service during the 2015 Chennai floods, along with multiple performance awards at CSS Corp. Specializing in AI-driven digital marketing, SEO, and SEM, he has trained over 4,000 professionals through MHRD and RUSA programs. He has conducted workshops, seminars, and FDPs at reputed institutions and also provides strategic consulting to brands like RKG Ghee and Podhini Dairy Products, helping them grow their digital presence.



COURSE OUTLINE (Course Build for Professionals)

Course Duration : **3 Months**
Total Number of Hrs. : **64 Hrs. + One Month Live Project**
Training Type : **Weekend Online Training**
Program Time
(Saturday & Sunday
4.00 PM to 8.00 PM)
Maximum Limit (Intake): **30 Seats**

FREQUENTLY ASKED QUESTIONS (FAQS)

EMI : **Yes, Available**
Study Materials : **Yes, Available**
Recorded Session : **Yes, Available**
Mode of Class : **ONLINE (ZOOM)**
Placement : **Job Assistance**

Who Can Participate

- UG/PG students (Any Domain)
- Marketing professionals and executives
- Entrepreneurs and business owners
- Freelancers and content creators
- Job seekers and career switchers
- Anyone interested in AI-driven digital marketing

Certification: Malaysian Institution / Primax

Seats : Limited

Program Director : **Dr. K.V. Ramanathan**
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Works for Your Success...