



AI

POWERED PROGRAMS

Building the Next Generation
of AI Professionals

Get Future Ready with AI



About G-TEC JAINx EDUCATION

“G-TEC JAINx EDUCATION is a division of G-TEC JAINX EDUCATION LTD., which specialises in providing training programs designed to prepare ambitious individuals for various roles across different industries. With **29+ Years** of Experience in Education and Training, our meticulously crafted programs equip participants with a comprehensive understanding of industry operations relevant to their chosen careers. Developed with precision by seasoned industry professionals, our curriculum effectively addresses current industry requirements, significantly enriching the skill sets of our enthusiastic learners and enabling them to navigate contemporary corporate challenges adeptly.

Our programs are further enriched by prestigious affiliations and certifications from renowned organizations such as **SAP, ABMA, Microsoft, Adobe, Tally, National Skill Development Corporation (NSDC)**, and many more. These certifications significantly enhance the value and credibility of our programs, providing our learners with recognized credentials that boost their employability and professional standing.

With more than **10 lakh students** trained and a legacy of training second-generation learners, **G-TEC JAINX EDUCATION's** dedication to quality education is evident. We continually adapt to the evolving demands of the job market, ensuring our programs remain relevant and impactful.”

WHY CHOOSE US?

22+

Countries



Industry Aligned Curriculum

29+

Years in Education & Training



Career Oriented Courses

400+

Industry Relevant Courses



Experienced Faculties

700+

Training Centres



Recognised Certifications

1000+

Employers



Affordable Fees

3M

Learners Trained



Placement Assistance

Course **OBJECTIVE**

The Professional Advanced Certificate Course in AI-Powered Data Analytics & Financial Accounting (P-AI-DADA) is designed to build a strong foundation in Generative AI and AI-Powered business applications, while developing advanced MIS and Dashboarding skills using Excel 2019.

The course focuses on integrating AI tool such as ChatGPT with Excel to enable smarter data analysis, automation, and decision-making. It provides end-to-end practical exposure to Tally Prime, including Accounting, GST, TDS, Payroll, and Audit Trail, along with essential awareness of cyber Security, Data Protection, and Ethical Digital Practices required in today's business environment.

Key **HIGHLIGHTS**

Job Oriented Course

- Industry-relevant Gen AI & Prompt training
- AI-powered Excel, Data Analysis & Visualisation
- Advanced MIS & Dashboard designing with Power Pivot, Power Query
- ChatGPT integration with Excel for formulas, data cleaning & analysis
- Complete Tally Prime Coverage Accounting, GST, TDS, Payroll & Audit Trail
- Practical GST returns, e-Invoicing & compliance handling
- Exposure to Cyber Security fundamentals
- Hands-on assignments with real business scenarios
- Career-focused approach aligned with industry requirements

Learner **OUTCOMES**

- Apply Generative AI tools for business analysis and reporting
- Create advanced MIS dashboards using Excel & AI
- Automate data analysis and reporting workflows
- Use ChatGPT effectively with Excel for formulas, insights & data cleaning
- Handle complete accounting, GST, TDS & payroll processes in Tally Prime
- Generate and file GST returns & e-Invoices confidently
- Understand and apply cyber security best practices
- Perform confidently in finance, analytics, MIS & accounting roles

Learn **AI TOOLS**



ChatGPT



Claude



Formula Bot



Grammarly



Google Notebook



Magic School



Gamma



Prsentation



Beautiful



Quadratic



Canva

11 DOMAIN RELEVANT AI TOOLS



GENERATIVE AI & BUSINESS ANALYTICS

- GEN AI FOUNDATIONS

- ◆ What is AI, Gen AI
- ◆ How LLMs Work
- ◆ AI vs Automation
- ◆ Role of AI in Business & Career

- AI ETHICS & RESPONSIBLE AI

- ◆ What is Bias
- ◆ Data Privacy & security
- ◆ Ethical Use of AI in Business

- PROMPT

- ◆ Understanding Prompt
- ◆ Importance of Prompt
- ◆ Types Of Prompts, Instruction, Role-Based, Analytical, Creative
- ◆ Writing Effective Prompt

- AI CHATBOTS

- ◆ ChatGPT AI - AI conversational assistant
- ◆ Gemini AI - Google's AI assistant
- ◆ Claude AI - AI writing & reasoning assistant
- ◆ Perplexity AI – AI answer engine

MS OFFICE 2019

- MS WORD 2019

- ◆ Creating a New Document
- ◆ Text Formatting and saving file
- ◆ Working with Objects
- ◆ Header & Footers
- ◆ Working with bullets and numbered lists
- ◆ Tables
- ◆ Styles and Content
- ◆ Merging Documents
- ◆ Sharing and Maintaining Document
- ◆ Proofing the document
- ◆ Page Setup, Setting margins

WRITING, RESEARCH & PRODUCTIVITY AI TOOLS

- ◆ NotebookLM – AI research & note assistant
- ◆ Grammarly- AI writing assistant for grammar, clarity, and tone improvement.
- ◆ Google Docs – AI-assisted document writing
- ◆ Magic School – AI tools for teachers & education

- MS EXCEL 2019

- ◆ Introduction to Excel
- ◆ Formatting excel workbook
- ◆ Calculations with Functions
- ◆ Sort and Filter Data with Excel
- ◆ Charts to Present Data
- ◆ PivotTables and Pivot Charts
- ◆ Protecting and sharing
- ◆ Proofing and Printing

DATA ANALYTICS & EXCEL AI TOOLS

- ◆ ChatGPT for Data Analytics – Generating reports, Extracting & summaries
- ◆ Excel Formula AI - Create complex formulas automatically
- ◆ Quadratic- AI-powered spreadsheet & data analysis tool

- MS POWERPOINT 2019

- ◆ Setting Up PowerPoint Environment
- ◆ Creating slides and applying themes
- ◆ bullets and numbering
- ◆ Working with Objects
- ◆ Hyperlinks and Action Buttons
- ◆ Working With Movies and Sounds
- ◆ SmartArt and Tables
- ◆ Animation and Slide Transition
- ◆ slide Master & Show
- ◆ Proofing and Printing

PRESENTATION GRAPHICS AI TOOLS

- ◆ Gamma App - AI-Powered Presentation & Content Maker
- ◆ Pitch.com - Team & Collaboration-Focused Presentation Platform
- ◆ Presentation AI - AI-centric Deck Creator
- ◆ Canva AI PPT - AI-Assisted Presentation Design

- MS OUTLOOK 2019

- ◆ Introduction
- ◆ What is a Personal Information Manager (PIM)?
- ◆ Starting Outlook
- ◆ Configuring existing Gmail account in Outlook 2019
- ◆ The User Interface

ADVANCED EXCEL

- Excel Essentials
- Working with Multiple Worksheet
- Cell Referencing
- Working with Data Lists
- Conditional Formatting
- Data Validation
- What if Analysis
- Formula Auditing
- Protection Sheet

► FORMULAS & FUNCTIONS

- Conditional Function
- Text & Statistical Function
- Financial Function
- Creating HLOOKUP and VLOOKUP Functions
- Advanced Conditional Formatting
- Advanced Lookup and Reference Functions

► DASHBOARD DESIGNING (MIS)

- Creating Dashboard
- Charts & Sparkline
- Use of Power Pivots for Data Analysis
- Use of Power Queries & Power Map
- Pivot Table Dashboard with Slicers

► AUTOMATION

- Working with External Data
- Exporting & Importing Data to Excel, Access, PPT, TXT, CSV
- Updating Charts, Table in PowerPoint
- Converting Reports into PDF
- Exporting Charts, Tables to PowerPoint

► ADV EXCEL WITH CHATGPT

- Excel Formula Using ChatGPT
- Create Formula Using ChatGPT – Extract Text and Numbers
- Generating Change Case Formula Using ChatGPT.
- Generation Complex Formula Using ChatGPT

- Get Insights From Data
- Get Insights in Form of Chart
- Get Insight in Same Excel File
- Analysis with ChatGPT

ADVANCED TALLY GST WITH PAYROLL

► FUNDAMENTALS OF ACCOUNTING

- Terminology used in Accounting
- Concept of Accounting
- Golden Rules of Accounting
- Journalising Transactions
- Trial Balance
- Financial Statements
- Subsidiary Books & Control Accounts

► TALLY PRIME BASICS

- Download Tally Prime Setup File
- Tally Prime Installation
- Company Creation, Alteration, Deletion
- Tally Prime Ledgers Creation
- Tally Prime Inventory
(Creation, Stock Items, Groups, Units)

► MAINTAINING ACCOUNTING TRANSACTIONS

- Recording Transaction in Tally
- Recording Accounting Vouchers in Tally Prime
- Receipt Voucher
- Contra Voucher
- Payment Voucher
- Sales Voucher
- Debit Note Voucher
- Credit Note Voucher
- Journal Voucher
- Recording for Provisions

► TALLY PRIME WITH ADVANCED ACCOUNTING

- Bill Wise details
- Cost Centre & Cost Categories
- Voucher Class & Cost Centre Class
- Multiple Currency
- Interest Calculation
(a.) Simple (b.) Compound
- Budgets & Controls
- Scenario Management

► TALLY PRIME WITH ADVANCED INVENTORY

- Order Processing Reorder Levels
- Tracking Number Batch Wise in Tally Prime
- Rejection In/Out
- Delivery & Receipt Note
- Additional Cost Details Bill of Materials (BOM)
- Price Levels and Price Lists Stock Valuation
- Stock Journal & Physical Journal
- Different Actual and Billed Quantities
- Zero Valued Entries
- Stock Valuation
- Point of Sale, Single & Multiple Payment Mode
- Invoice Printing

► TALLY PRIME WITH BANKING

- Cheque Book Configuration in Tally Prime
- Banking Transaction Types
- Post Dated Cheque Management
- Post Dated Cheque Note Video
- BRS Note
- Bank Reconciliation

► GENERATING FINANCIAL STATEMENTS & MIS REPORTS

- Advantages of Management Information System
- MIS Reports in Tally Prime
- Trial Balance & Balance Sheet
- Profit and Loss Account
- Cash Flow Statement
- Ratio Analysis & Books and Reports
- Day Book & Receipts & Payments
- Purchase Register
- Sales Register
- Bills Receivable and Bills Payable

► TALLY PRIME WITH GST

- Activation of GST in Tally Prime
- Accounting of GST Transactions
- Purchase from URD & Imports
- Advanced Receipt and Payments
- Mixed Supply & Composite Supply under GST
- MRP Transaction
- Defining GST Rate Slab Rate or Price Range
- Accounting of Supply of Services
- Input Credit & GST Tax payment
- e-Way Bill
 - Components of e-Way Bill
 - Generate e-Way Bill
 - Validity of e-Way Bill
 - e-Way Bill Process Flow
 - Export for e-Way Bill Report
 - Update e-Way Bill Information
- Input Tax Credit Set Off against Liability
- GST Tax Payment
- Generating GST Returns for Regular Dealer in Tally
 - GST Reports & GSTR-1
 - GSTR 3B
 - GSTR 9-GST Annual Computation
- Filing GST Returns in Tally
 - Filing GSTR-1 Returns
 - Generating the JSON file from Tally
 - Filing GSTR-9 Returns-GST Annual Computation
- Generating e-Invoice in Tally Prime
 - Recording Outward Supply and Generating e-Invoice without e-Way Bill
 - Recording Outward Supply and Generating e-Invoice with e-Way Bill

► DATA SECURITY

- Security Control
- Activation of Security Control
- Creation of Security Control (User Roles)
- Creation of Uses & Passwords for Company
- Tally Vault

► COMPANY DATA MANAGEMENT

- Backup of Company Data
- Restoring of Company Data
- Company Data Repair
- Migration of Tally EPR 9.0 Company Data to Tally Prime

► TALLY PRIME WITH TAX DEDUCTED AT SOURCE

- Introduction to TDS
- Basic Concepts of TDS
- TDS Process

- Enabling TDS in Tally Prime
- TDS Statutory Masters
- Configuration of TDS at Different levels
- Recording TDS Compliant Transactions in Tally Prime
- TDS Exceptions & TDS Deduction
- Payment of TDS in Tally Prime & TDS Reports

► PAYROLL ACCOUNTING & COMPLIANCE

- Configuring Payroll in Tally Prime
- Enable Payroll in Tally Prime
- Payroll Masters
- Payroll Transaction
- Statutory Reports
- Generate Pay Slips & Pay Sheet
- Payroll Statement

► TALLY PRIME WITH AUDIT TRAIL

- Importance of Audit Trail in Accounting
- Enable Audit Trail in Tally Prime
- Purpose of Audit Trail in Tally Prime

► GENERATING & PRINTING REPORTS

- Drill Down Display
- Date/Period Based Reporting & Comparing
- Inventory Report
- Stock Summary
- Godown Wise Stock Availability

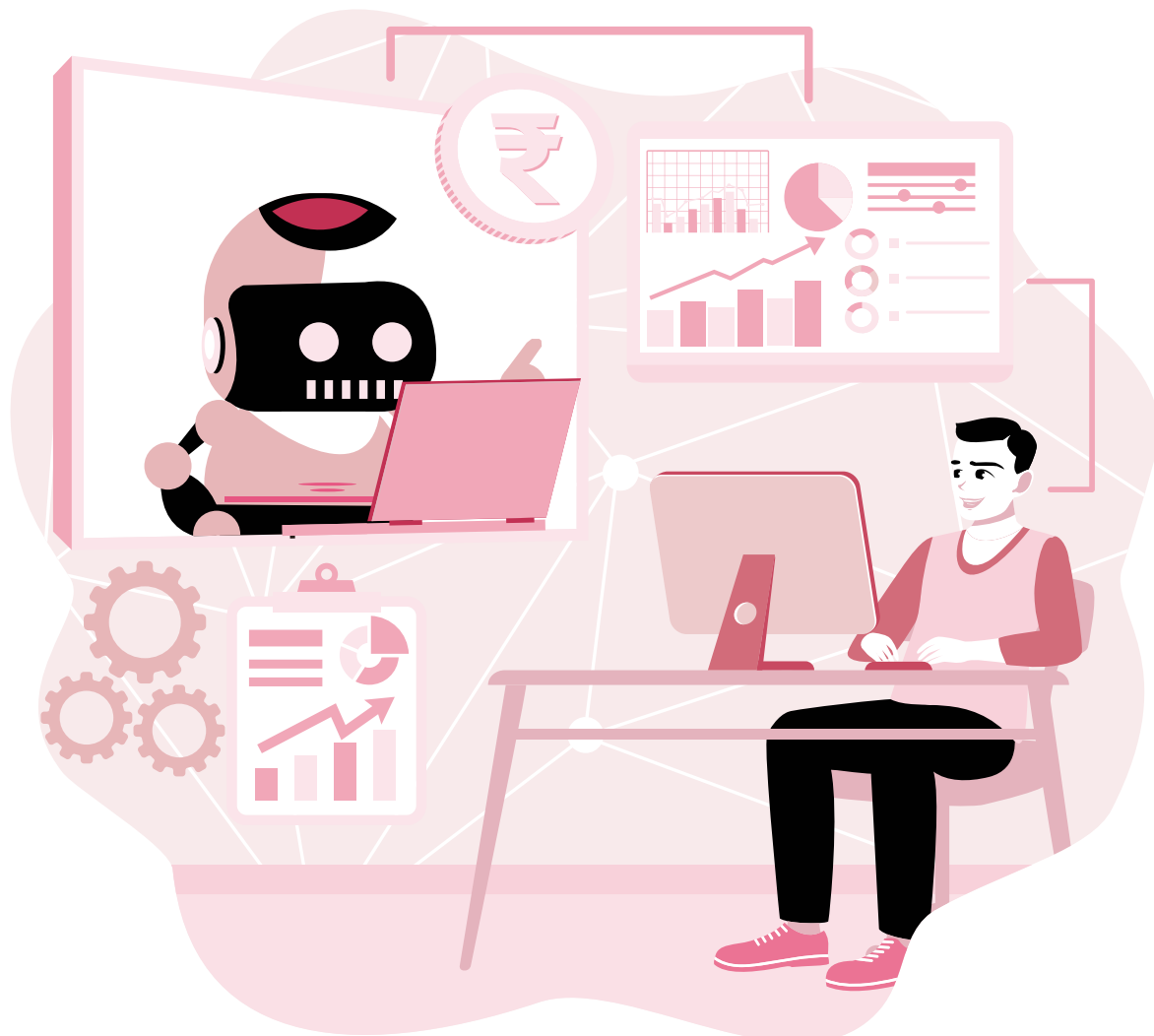
- Movement Analysis
- Stock Query

► MANAGEMENT OF BUSINESS DATA

- Exporting of Data in Available Formats
- Export and Import of Data
- Company-to-Company Masters in XML
- Transactions from One company to Another in XML Format
- Exporting Reports to MS Excel
- Exporting Reports to PDF
- Open Database Connectivity (ODBC)
- Printing of Company Logo on Vouchers, Invoices & Reports

► DIGITAL SECURITY & SAFETY OVERVIEW

- Cyber Security Overview
- Computer Viruses, Malware & Cyber Threat Landscape
- Securing Operating Systems & Devices
- Antivirus Protection & System Security
- Securing Email Communications
- Mobile, Internet & App Security
- Online Gaming & Digital Entertainment Security
- Digital Payments, UPI & Online Fraud Protection
- Social Media Security, AI Threats & Online Behaviour
- Cyber Laws, Ethical Hacking Overview



AI POWERED CREATIVE DESIGNING & VIDEO EDITING PROGRAM

AI-CREDE-VEP | DURATION : 97 HRS.

Course **OBJECTIVE**

The objective of this course is to prepare learners with industry-relevant skills in Generative AI, AI-enabled creative design, digital content creation, and cyber security awareness.

The program emphasizes the integration of AI tools with creative and technical platforms, enabling learners to design, develop, publish, and protect digital content across multiple channels while following ethical standards and cyber-safe best practices.

Key **HIGHLIGHTS**

Job Oriented Course

- Strong foundation in Generative AI & Prompt
- Hands-on training in AI-powered design & creative tools
- Professional image editing using Photoshop, Illustrator & AI tools
- AI-based audio & video editing tools
- Practical portfolio & content creation projects
- Awareness of Cyber Security, AI threats & digital safety
- Industry-aligned, job-oriented curriculum

Learner **OUTCOMES**

- After completing this course, learners will be able to:
- Understand and apply Generative AI tools responsibly
- Create professional designs using AI-powered creative platforms
- Edit images, audio & video using modern AI tools
- Develop a professional digital portfolio
- Identify and mitigate cyber security risks
- Follow ethical and cyber-safe digital practices
- Perform confidently in creative and digital roles

Learn **AI TOOLS**



ChatGPT



Claude



Google Gemini



Canva



Whisk



Firefly



AniMaker



Hera



Iuvvoice



Freepik



Google Flow



In Video



Eleven Labs



Suno



Perplexity

15 DOMAIN RELEVANT AI TOOLS



GENERATIVE AI

- **GEN AI FOUNDATIONS**
 - ◆ What is AI, Gen AI
 - ◆ How LLMs Work
 - ◆ AI vs Automation
 - ◆ Role of AI in Business & Career
- **AI ETHICS & RESPONSIBLE AI**
 - ◆ What is Bias
 - ◆ Data Privacy & security
 - ◆ Ethical Use of AI in Business
- **PROMPT**
 - ◆ Understanding Prompt
 - ◆ Importance of Prompt
 - ◆ Types Of Prompts, Instruction, Role-Based, Analytical, Creative
 - ◆ Writing Effective Prompt
- **AI CHATBOTS**
 - ◆ ChatGPT AI - AI conversational assistant
 - ◆ Gemini AI - Google's AI assistant
 - ◆ Claude AI - AI writing & reasoning assistant
 - ◆ Perplexity AI - AI answer engine

PHOTOSHOP

- Getting Started
- Interface Layout
- Palettes
- Toolbox
- Selection Tools
- Alteration Tools
- Drawing and Selection Tools
- Assisting Tools
- Color Boxes and Modes
- Basic Image Editing
- Cropping
- Resizing
- Correcting
- Saving

ILLUSTRATOR

- Selection Tools
- Magic Wand
- Drawing with Path Primitives
- Drawing with the Pen Tool
- Drawing in Illustrator
- Type & Type Tools
- Appearance & Fill
- Grouping Objects
- Applying Attributes to a Group
- Layers
- Art Boards
- Transforming and Positioning Art
- Working with images
- Working Efficiently with Symbols
- Working with Masks
- Printing, Saving, and Exporting

CANVA

- Introduction to Canva
- Templates for social media, posters & presentations
- Brand kits & design consistency
- Exporting designs for print & digital use

DESIGN, IMAGE EDITING & GRAPHICS AI

- Canva – Design, posters, social media
- Freepik – AI images, graphics & templates
- Whisk.ai- AI creative content tool
- Adobe Firefly- Online design & video tool

VIDEO CREATION & ANIMATION AI

- InVideo – AI video creation
- Google Flow – AI video creation tool
- Animaker- Online animation maker tool
- Hera AI – AI business automation tool

VOICE, AUDIO & MUSIC AI

- Eleven Labs – AI voice generation
- Luvvoice – Text-to-speech
- Suno.ai – AI music & song creation

DIGITAL SECURITY & SAFETY OVERVIEW

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AI POWERED WEBSITE DESIGN (FRONT-END) PROGRAM

AI-WEBDE | DURATION : 129 HRS

Course OVERVIEW

The Advanced Certificate in Generative AI, Front-End Development & Web Technologies is a career-oriented certification program designed to equip learners with modern web development skills integrated with Generative AI technologies.

The course covers AI-assisted front-end development, core web technologies (HTML5, CSS3, JavaScript, Bootstrap), UI/UX and no-code design using AI, Word Press development, SQL database fundamentals, and cyber security awareness, enabling learners to design, develop, deploy, and secure dynamic websites and web applications.

Learner OUTCOMES

- Apply Generative AI tools in front-end and web development workflows
- Design and develop responsive, interactive websites
- Build UI designs using AI-powered and no-code tools
- Create, host, and deploy portfolio and business websites
- Develop and manage WordPress & WooCommerce websites
- Use SQL databases for data-driven web applications
- Implement basic cyber security practices in web projects
- Perform confidently in front-end developer, web developer, and UI roles

Key HIGHLIGHTS

Job
Oriented
Course

- Industry-aligned Generative AI & AI-assisted development
- Hands-on front-end development with modern web standards
- Responsive UI design using Bootstrap & AI tools
- Portfolio website creation, hosting & deployment
- End-to-end Word Press & eCommerce (WooCommerce) training
- Database fundamentals using SQL
- Awareness of cyber security, AI threats & safe digital practices
- Practical projects and real-world assignments

Learn AI TOOLS



ChatGPT



Perplexity



Google Gemini



Antigravity



Claude



Stitch



Divi



Elementor



Flexbe



Framer

10 DOMAIN
RELEVANT
AI TOOLS



GENERATIVE AI

- GEN AI FOUNDATIONS

- ◆ What is AI, Gen AI
- ◆ How LLMs Work
- ◆ AI vs Automation
- ◆ Role of AI in Business & Career
- AI Ethics & Responsible AI
 - ◆ What is Bias
 - ◆ Data Privacy & security
 - ◆ Ethical Use of AI in Business

- PROMPT

- ◆ Understanding Prompt
- ◆ Importance of Prompt
- ◆ Types Of Prompts, Instruction, Role-Based, Analytical, Creative
- ◆ Writing Effective Prompt

- AI CHATBOTS

- ◆ ChatGPT AI - AI conversational assistant
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HTML AND HTML5

- History & Fundamental HTML
- Marking up body text
- Working with Images & Links
- Creating lists & Tables
- HTML5 Forms Audio and Video
- Embed fonts in a web page
- HTML5 Graphics
- HTML5 Canvas/SVG
- HTML5 Forms
- HTML5 Basic APIs

CSS3

- Overview of CSS
- Background & Color in CSS
- Working With text in CSS
- Working with Box Model in CSS
- Element In CSS
- Pseudo-classes and Pseudo-elements
- Effects In CSS

JAVASCRIPT

- Introduction to JavaScript
- Programming with JavaScript
- Structuring Data
- Working with Browser Object Model
- Working with Document Object Model
- Working with Forms
- Validation

BOOTSTRAP

- Overview of Bootstrap
- Classes In bootstrap
- Working with Navbars
- Working with Model

- Bootstrap Cards
- Bootstrap Forms
- Bootstrap button
- Bootstrap grid
- Bootstrap Text/Typography
- Bootstrap Progress bar
- Bootstrap Drop Down

CANVA

- Introduction to Canva
- Templates for social media, posters & presentations
- Brand kits & design consistency
- Exporting designs for print & digital use

WORD PRESS

- Word Press Introduction
- Domain
- Hosting
- Word Press Installation
- Customization
- Plugins
 - ◆ Divi AI
 - ◆ Elementor AI
- Menu
- Page Creation
- Blog
- Elementor
- Woo commerce
- Analytics
- Media



SQL

- Database Management system
- SQL Syntax
- Data Manipulation Language
- Data Query Language
- Built in functions in SQL
- Sub-Query & Joins

AI WEBSITES & LANDING PAGE CREATION

- Flexbe AI - Create Business website without coding
- Google Antigravity- Interactive Google gravity experiment
- Farmer AI - AI-powered farming assistant
- Stitch AI - AI UI design assistant

DIGITAL SECURITY & SAFETY OVERVIEW

- Cyber Security Overview
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DIGITAL MARKETING WITH ARTIFICIAL INTELLIGENCE TOOLS

DURATION : 125 HRS.

Course OVERVIEW

Our Digital Marketing with AI Tools (DM-AI Tools) is a comprehensive program designed to provide learners with an in-depth understanding of digital marketing concepts, tools, and strategies. The course is conducted over 5 months, comprising 125 hours of practical and interactive learning. Participants will explore key areas of digital marketing, including Search Engine Optimization (SEO), Social Media Marketing, Online Advertising, Content Marketing, and AI-powered marketing tools, enabling them to effectively plan, execute, and optimize digital marketing campaigns in today's competitive online environment.

Learner OUTCOMES

- AI-Driven Marketing: Use AI tools for content creation, customer segmentation, and data-driven decisions.
- Advanced Analytical: Leverage AI for data analysis, consumer insights, and campaign measurement.
- Personalization: Create personalized customer experiences with AI, enhancing engagement and conversions.
- Automation: Implement AI-powered automation for email marketing, social media, and customer support.
- Voice Search Optimization: Optimize content for voice search.
- Digital Marketing Skills: Conduct online research and market analysis.
- Business Integration: Integrate digital strategies into overall business goals.
- Critical Thinking: Solve complex marketing challenges innovatively.
- New Media Mastery: Utilize digital media channels like social media, SEO, and PPC.
- Creative Content: Develop engaging digital content.
- Marketing Techniques: Apply various digital marketing tools and techniques.
- Performance Evaluation: Evaluate and optimize campaign performance.

Key HIGHLIGHTS

Job Oriented Course

- Covers SEO, Content Marketing, SMO, and core digital marketing concepts.
- Learn how to use AI tools for content creation, ad copy, keyword research, and marketing automation.
- Training on WordPress, Google Analytics, and major social media platforms.
- Learn from experienced digital marketing professionals.
- Convenient learning timings for students and working professionals.
- Course completion certificate to boost career opportunities.

Learn AI TOOLS



ChatGPT



SurferSeo



HootSuite



Many Chat



Compose



Canva



UNDERSTANDING MARKETING

- Introduction to Marketing
- Marketing Fundamentals
- Marketing Strategies and Mix
- Inbound and Outbound Marketing
- Advanced Marketing Channels

FOUNDATIONS OF DIGITAL MARKETING

- UNDERSTANDING DIGITAL MARKETING

- ◆ Digital Marketing Strategy Planning
- ◆ Overview of Emerging Technologies (AI, IoT, 5G)
- ◆ Latest Trends in Digital Marketing
- ◆ Preparing for the Future of Digital Marketing
- ◆ Omnichannel Marketing with AI

- INTERNATIONAL & MULTICULTURAL MARKETING

- ◆ Strategies for Global Digital Marketing
- ◆ Understanding Cultural Differences in Marketing
- ◆ Localization and Globalization of Digital Content
- ◆ Case Studies of Successful Campaigns

STARTING AN AGENCY

- STARTING AN AGENCY

- ◆ How to Start a Digital Marketing Agency
- ◆ SOPs to be Followed
- ◆ NICHE Selection
- ◆ Creating Portfolio/Presentation
- ◆ Creating Irresistible Offer - Proposal
- ◆ VSL Video
- ◆ Understanding the Clients' Needs
- ◆ Client Agreement
- ◆ Reporting

MEDIA BUYING & PLANNING

- WHAT IS MEDIA BUYING & PLANNING?

- ◆ Importance of Media Buying & Planning
- ◆ The Media Buying and Planning Process
- ◆ Media Buying vs. Media Planning

- UNDERSTANDING MEDIA CHANNELS

- ◆ Overview of Digital Media Channels
- ◆ Identifying the Right Media Channels for Your Campaign
- ◆ Multi-Channel vs. Omnichannel Strategies

- MEDIA PLANNING FUNDAMENTALS

- ◆ Setting Campaign Objectives
- ◆ Audience Research and Targeting
- ◆ Budgeting and Allocating Media Spend
- ◆ Media Scheduling

GRAPHIC DESIGNING

- GRAPHIC DESIGNING USING CANVA

- ◆ Explore and Create an Account on Canva.
- ◆ Set Up Design Dimensions.
- ◆ Add and Manipulate Text, Images, And Elements.
- ◆ Create A Professional Logo.
- ◆ Design A Visiting Card.
- ◆ Create Animated Social Media Posts.

- CONTENT CREATION

- ◆ Understand the Basics and Importance of Content Creation.
- ◆ Learn About Various Content Types and Formats.
- ◆ Develop A Content Strategy Aligned with Marketing Goals.
- ◆ Enhance Writing Skills for Compelling and SEO-Friendly Content.

- ◆ Create Visual Content Using Tools Like Canva.
- ◆ Plan and Schedule Content Effectively.
- ◆ Repurpose Content for Different Platforms and Audiences.
- ◆ Measure and Analyse Content Performance Using Analytics Tools.

WEBSITE AND BLOG MANAGEMENT

- CONTENT MARKETING PLATFORM: WEBSITE

- ◆ Types of Websites
- ◆ SOP Followed for Website Development
- ◆ Wireframing
- ◆ Website Design on Canva

- WORDPRESS

- ◆ Introduction to WordPress
- ◆ Dashboard of WordPress
- ◆ Understanding WordPress Themes and Customisation
- ◆ Types of WordPress Plugins
- ◆ Creating Pages for Website
- ◆ Managing Menu, Header and Footer
- ◆ Introduction to Elementor Page Builder
- ◆ Building Personal Portfolio
- ◆ Creating an Interactive Site

- BLOGGING

- ◆ What is Blogging
- ◆ Niche Selection for Blogs
- ◆ Blog Creation - Category Addition
- ◆ Blog Writing
- ◆ How to Write a SEO-Friendly Blog
- ◆ Monitoring Traffic

- BLOG MONETIZATION

- ◆ Affiliate via Blogging
- ◆ Google AdSense

E-COMMERCE AND EMAIL MARKETING

- E-COMMERCE

- ◆ Introduction to WooCommerce
- ◆ Uploading Products
- ◆ Setting up Payment Gateway
- ◆ Basic Introduction of Shopify

- EMAIL MARKETING

- ◆ About Email Marketing
- ◆ Advantages of Email Marketing
- ◆ Popular Email Marketing Tools (Mailchimp, Brevio)
- ◆ Introduction to Mailchimp
- ◆ Account Setup and Settings
- ◆ Email Marketing Strategy
- ◆ Create Subscribers List
- ◆ Types of Email Marketing Campaigns
- ◆ Creating Email Campaigns
- ◆ Lead Generation Tools
- ◆ Bulk Email Marketing
- ◆ Creating Newsletter
- ◆ Email Marketing Reports

LANDING PAGES, WEBINARS, & WHATSAPP

- LANDING PAGE MANAGEMENT

- ◆ About Landing Page
- ◆ Landing Page Vs Brand Website
- ◆ Types of Landing Page Techniques
- ◆ Understanding Lead Funnel
- ◆ Elements of Landing Page
- ◆ WordPress Landing Page Plugins

- ◆ CTA Placement & Optimization
- ◆ Converting Landing Page Leads into Sales

- WEBINAR MARKETING

- ◆ Introduction to Webinar
- ◆ Webinar Marketing Platforms
- ◆ Webinar Marketing Sales Pitch
- ◆ Webinar Marketing Flow
- ◆ Google Meet
- ◆ Zoom Meet
- ◆ Creating Offer for On-Spot Sales

- WHATSAPP MARKETING

- ◆ Introduction to WhatsApp Marketing
- ◆ Orientation of WhatsApp Business
- ◆ WhatsApp Business Profile Setup
- ◆ Setting up Business Catalogue
- ◆ WhatsApp Business Messaging Tools - Auto Replies, Welcome Message
- ◆ Business WhatsApp vs. Personal WhatsApp vs. WhatsApp API

- WHATSAPP AUTOMATION

GOOGLE MARKETING PLATFORM

- SEARCH ENGINE OPTIMIZATION (SEO)

- ◆ Introduction to SEO
- ◆ Paid Vs Organic Research
- ◆ Keywords Analysis & Planning
- ◆ Types of Keywords
- ◆ Google Algorithms for SEO
- ◆ On Page & Off Page Optimization
- ◆ SEO Metrics
- ◆ SEO Reports
- ◆ Optimizing Voice Search

- SEARCH ENGINE MARKETING (SEM)

- ◆ Google Ads
- ◆ Traffic Conversion and Landing
- ◆ Ad Scheduling
- ◆ Bidding, Budget & Quality
- ◆ Keywords Research
- ◆ Bid Management
- ◆ Create Campaigns
- ◆ Campaigns Strategy
- ◆ Campaign Setup
- ◆ Search Ads, Banner Ads, Video Ads
- ◆ Product Listing
- ◆ Call-To-Action
- ◆ A\B Ad Copy Testing
- ◆ Testing Landing Pages
- ◆ Goals & Funnel Tracking
- ◆ Creating Assistance Bot
- ◆ Adding Google Tag Manager to Your Website
- ◆ Configuring Trigger & Variables
- ◆ Setup AdWords Conversion Tracking
- ◆ Setup Google Analytics
- ◆ Setup Google Remarketing

- SETUP LINKEDIN CODE

- GOOGLE MY BUSINESS

- ◆ Creating Pins
- ◆ Creating Google Maps Coordinates
- ◆ Google My Business Posts
- ◆ Google My Business Edits
- ◆ Importance of Google Reviews
- ◆ Google Location Verification
- ◆ Google Guide Program

- GOOGLE SEARCH CONSOLE

- ◆ Introduction to Google Search Console
- ◆ Install Google Search Console
- ◆ Search Appearance
- ◆ Rich Result
- ◆ Data Highlighter
- ◆ HTML Improvements
- ◆ Google Index
- ◆ Crawl
- ◆ Security Issues
- ◆ Search Analytics
- ◆ Links to Your Website
- ◆ Internal Links
- ◆ Manual Actions

- GOOGLE ANALYTICS (GA4)

- ◆ Introduction to Google Analytics
- ◆ Setup Analytics Account
- ◆ Google Analytics Interface
- ◆ Analytics Dashboard
- ◆ Goal Setting & Conversion Tracking
- ◆ Types of Goals
- ◆ Bounce Rate
- ◆ Integrate AdWords to Analytics
- ◆ General Tools in Analytics
- ◆ Real-Time Reports
- ◆ Audience Report
- ◆ Behavioural Report
- ◆ Conversion Tracking-Goal Setting
- ◆ Settings in Analytics

SOCIAL MEDIA MARKETING PLATFORM

- SOCIAL MEDIA MARKETING

- ◆ About Social Media
- ◆ Pillars of SMM
- ◆ SMM Advertising Policies
- ◆ SMM Listening & Engagement
- ◆ Social Media Calendar
- ◆ SMM Analysis Report

- AI IN SOCIAL MEDIA MARKETING

- ◆ AI Tools for Social Media Content Creation (Gemini, Co-pilot, ChatGPT)
- ◆ Social Media Monitoring and Engagement with AI
- ◆ Case Studies of AI in Social Media Strategies

- FACEBOOK MARKETING

- ◆ Introduction to Facebook
- ◆ Facebook Benefits
- ◆ Facebook Profile
- ◆ About Facebook Pages
- ◆ Promote Your Facebook Page
- ◆ Creating Events
- ◆ FB Ad Campaigns
- ◆ AB Testing
- ◆ Remarketing
- ◆ Engagement and Conversation
- ◆ Facebook Messenger Chat Bots
- ◆ Advantages Using FB Marketing Chat Bots
- ◆ Building Chat Bots

- INSTAGRAM MARKETING

- ◆ About Instagram
- ◆ Usage of Instagram for Marketing
- ◆ Instagram Content Strategy and Tips

- ◆ Content Planning and Creation
- ◆ Instagram SEO
- ◆ Instagram Profile Optimisation
- ◆ Advertising in Instagram

- X MARKETING (FORMERLY KNOWN AS TWITTER)

- ◆ Setup a Twitter Account
- ◆ Twitter Account: Publishing and Optimizing
- ◆ Finding People and Companies on Twitter
- ◆ Tools for Managing Your Tweets
- ◆ Building Relationship
- ◆ Twitter Guidelines
- ◆ Automate Twitter
- ◆ Shorten and Measure Your URLs
- ◆ Usage of Twitter Ads to Drive Brand Awareness, Leads

- LINKEDIN MARKETING

- ◆ LinkedIn Personal Profile Optimisation
- ◆ LinkedIn Company Page
- ◆ LinkedIn for SEO
- ◆ LinkedIn Groups
- ◆ LinkedIn Ads
- ◆ LinkedIn Post
- ◆ Finding a Job on LinkedIn
- ◆ Building Network on LinkedIn

- YOUTUBE MANAGEMENT

- ◆ Introduction to YouTube Studio
- ◆ Creating and Optimising YouTube Channel
- ◆ YouTube SEO
- ◆ Title, Description, Thumbnail Optimisation
- ◆ Monetization Criteria and Procedure

- YOUTUBE MARKETING

- ◆ Video Ads
- ◆ Audience
- ◆ Keyword Targeting
- ◆ Content Targeting
- ◆ Content Exclusion
- ◆ Budget
- ◆ Skip Ads and Non-Skip Ads

- VIDEO MARKETING TOOLS

- ◆ Tools for Video Creation
- ◆ Basics of Video Creation
- ◆ Reels, Shorts, and IGTV Platforms
- ◆ Tools & Software for Editing
- ◆ Editing Video & Tips for Video Editing
- ◆ Video Creation AI Tools

- INFLUENCER MARKETING

- ◆ Listing the Influencer for Business
- ◆ Selecting the Influencers
- ◆ Creating Pitch for Marketing
- ◆ Establishing Communication
- ◆ Selecting the Budget and Commission
- ◆ Starting with Influencer Marketing
- ◆ Creating Influencer's Campaign
- ◆ Influencer Marketing Report Analysis

GROWTH STRATEGIES & FREELANCING

- GROWTH HACKING PLATFORM

- ◆ The High Ticket Game
- ◆ Overview of Freelancing Pitches

- ◆ Organic Lead Generation
- ◆ Pitching High Ticket Client
- ◆ Automating the Process
- ◆ The Game of Consistency

- GOOGLE CLOUD PRODUCTIVITY TOOLS

- ◆ Google Cloud Drive
- ◆ Google Cloud Docs
- ◆ Google Cloud Sheets
- ◆ Google Cloud Slides
- ◆ Google Cloud Forms

PR & PODCASTING

- DIGITAL PR & ONLINE REPUTATION MANAGEMENT

- ◆ Strategies for Digital PR
- ◆ Handling Crisis Communication Online
- ◆ Building and Protecting Online Reputation
- ◆ Leveraging Social Listening Tools

- VOICE SEARCH AND PODCAST MARKETING

- ◆ Optimizing for Voice Search SEO
- ◆ Creating and Promoting Podcasts
- ◆ Monetization Strategies in Podcasting
- ◆ Integrating Voice and Podcast in Marketing Strategies

INNOVATIVE AI TECHNIQUES

- ADVANCED AI IN DIGITAL MARKETING

- ◆ Overview of AI in Marketing
- ◆ AI-Powered Content Creation and Curation
- ◆ AI in Customer Segmentation and Personalization
- ◆ Predictive Analytics and Customer Behaviour Prediction

- DATA PRIVACY & ETHICS IN AI-DRIVEN MARKETING

- ◆ Understanding Data Privacy in AI Applications
- ◆ Ethical Considerations in AI Marketing
- ◆ AI and Regulatory Compliance (GDPR, CCPA, etc.)
- ◆ Balancing Personalization and Privacy in AI Strategies

- VISUAL AND INTERACTIVE AI IN MARKETING

- ◆ AI in Image and Video Recognition for Marketing
- ◆ Interactive AI Experiences (Chatbots, Virtual Assistants)
- ◆ Augmented Reality (AR) and AI in Brand Campaigns
- ◆ Case Studies on Visual and Interactive AI Marketing

SOFT SKILLS

- PERSONALITY DEVELOPMENT

- ◆ Interview Skills
- ◆ Communication Skills
- ◆ Business Etiquettes
- ◆ Resume Designing
- ◆ Professional Networking
- ◆ Presentation Skills

FINAL PROJECT

- Application of Technologies in a Comprehensive Marketing Campaign
- Incorporating Various AI Tools and Strategies
- Real-World Scenarios and Data-Driven Solutions
- Presentation, Review, and Evaluation

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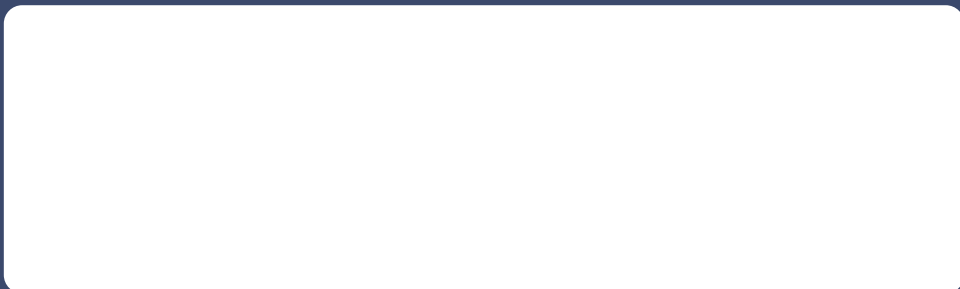


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