

CURRICULUM 2026 · AI-FIRST

COURSE UNBOX

Complete Digital Marketing Course **with AI**

16 in-depth modules · 100+ practical topics · 12+ live projects · 20+ tools — built to make you job-ready in 10 months, backed by a full-refund placement guarantee.

10 Months

Online + Offline (Noida)

Paid Internship

Full-Refund Guarantee

Curriculum designed & taught by **Jugal Chauhan**, Founder — 12+ years in online marketing

Why this curriculum beats the rest

Most digital marketing syllabi were written for 2023. They list topics, bolt on one "AI" module, and stop. This one is built for how marketing is actually hired for in 2026 — AI woven through every skill, the new discipline of AI-search optimisation taught properly, and a real project you can show an employer in every single module.

★ AI-First, not AI-added

Generative AI & prompt engineering run through every module, plus a dedicated deep-dive (Module 11).

★ The only AEO + GEO module

Learn to get your content cited by ChatGPT, Perplexity, Gemini & Google AI Overview — a skill almost no competitor teaches (Module 04).

★ You build, not just watch

Every module ends with a real deliverable — 12+ portfolio projects by graduation.

★ Founder-led & guaranteed

Taught and reviewed by Jugal Chauhan. Paid internship included. Full refund if you're not placed in 3 months.

The course at a glance

Duration	10 months	Mode	Online + Offline (Noida, Sector 62)
Fee	₹75,000 (no-cost EMI available)	Internship	Paid internship included
Guarantee	Full refund if not placed in 3 months	Min. CTC target	₹3.5 LPA
Certifications	Google · Meta · HubSpot · Course Unbox	Who it's for	Freshers · switchers · professionals · founders

The full 16-module curriculum

Each module pairs the topics you'll learn with the tools you'll use and the project you'll build.

01 Digital Marketing Foundations & Strategy

Marketing principles, the modern customer journey, all digital channels mapped, building a real go-to-market strategy, buyer personas, goal-setting and KPIs.

You'll build: A complete digital marketing strategy document for a live brand.

02 Website & Landing Page Development (No-Code + CRO)

Build sites without coding, UX & mobile optimisation, landing-page anatomy, and Conversion Rate Optimisation fundamentals.

Tools: WordPress, Elementor / Webflow, Hotjar

You'll build: A live, conversion-ready website and landing page you build yourself.

03 Search Engine Optimization (SEO)

How search works, keyword research, on-page, technical & off-page SEO, local SEO, content structure, internal linking, link building.

Tools: Search Console, SEMrush / Ahrefs, Screaming Frog

You'll build: Rank a real page for a real keyword.

04 AEO & GEO — Winning AI Search ★ EXCLUSIVE

Answer Engine Optimization (featured snippets, People Also Ask, Google AI Overview) and Generative Engine Optimization — getting your content cited by ChatGPT, Perplexity, Gemini & Claude. Schema/structured data, llms.txt, entity & E-E-A-T signals.

Tools: Rich Results Test, schema validators, AI citation trackers

You'll build: Optimise a page to earn an AI Overview / LLM citation — a skill almost no other course teaches.

05 Search Engine Marketing — Google Ads

Google Ads structure, Search / Display / Shopping / YouTube ads, keyword bidding, ad copywriting, Quality Score, conversion tracking.

Tools: Google Ads, Keyword Planner

You'll build: Run a live Google Ads campaign with a real budget.

06 Social Media Marketing (Organic)

Strategy across Meta, Instagram, LinkedIn, X, YouTube & Pinterest, short-form video, community building, content calendars, social SEO.

Tools: Meta Suite, Canva, scheduling tools

You'll build: A 90-day organic content plan, executed.

07 Paid Social & Meta Ads

Meta Ads Manager, audience building, the Pixel + Conversions API, retargeting, LinkedIn Ads, creative testing, scaling.

Tools: Meta Ads Manager, LinkedIn Campaign Manager

You'll build: A live paid-social campaign with tracked conversions.

08 Performance Marketing & Funnels

End-to-end funnels, ROAS, attribution models, conversion tracking, A/B testing, budget scaling, tag management.

Tools: Google Tag Manager, Meta Pixel / CAPI

You'll build: A performance funnel with measured, reported ROI.

09 Content Marketing & Copywriting

Content strategy, proven copywriting frameworks, blogging, storytelling, video scripting, content repurposing.

Tools: AI writing tools, Grammarly, Canva

You'll build: A content calendar plus portfolio-ready pieces.

10 Email Marketing & Automation

List building, sequences, segmentation, deliverability, lifecycle automation, newsletters.

Tools: Mailchimp / Klaviyo, automation tools

You'll build: A live, automated email sequence.

11 AI in Marketing & Prompt Engineering ★ DEEP-DIVE

Not a bolt-on module. ChatGPT, Gemini & Claude for marketing; prompt engineering; AI for SEO, ads, content & research; AI image (Midjourney, Canva AI) & video tools; AI automation & agents; plus AI ethics, copyright & data privacy.

Tools: ChatGPT, Gemini, Claude, Midjourney, Zapier / n8n

You'll build: An AI-assisted workflow that does the work of a small marketing team.

12 Web Analytics & Reporting (GA4)

GA4 setup, events & conversions, Looker Studio dashboards, attribution, and reporting results to stakeholders.

Tools: GA4, Google Tag Manager, Looker Studio

You'll build: A live GA4 dashboard for a real project.

13 E-commerce, Marketplace & WhatsApp Marketing

Selling on Shopify & Amazon, product ads, marketplace SEO, and WhatsApp Business + conversational marketing (essential for the Indian market).

Tools: Shopify, Amazon Seller, WhatsApp Business

You'll build: A product launch plan with a WhatsApp campaign.

14 Influencer, Affiliate & Reputation (ORM)

Influencer marketing, affiliate programs, and online reputation management.

You'll build: An influencer/affiliate plan plus an ORM audit.

15 Freelancing, Personal Branding & Agency Building

Build your personal brand, optimise LinkedIn, find and price clients, freelancing platforms, and how to start your own agency.

Tools: LinkedIn, Upwork / Fiverr

You'll build: Your personal-brand profile and a real client proposal.

16 Career Prep & Capstone + Paid Internship

Portfolio building, résumé, interview prep, mock interviews — then a full multi-channel capstone campaign, followed by your paid internship.

You'll build: A capstone campaign + a paid internship on real work.

Your paid internship + placement guarantee

After your capstone, you complete a **paid internship** on real work — so you graduate with paid experience, not just a certificate. Then we back you with a guarantee in plain terms:

Complete the course, meet the requirements, and if you're not placed within **3 months**, you get **100% of your fee refunded**. The minimum CTC we target is **₹3.5 LPA**.

Full eligibility terms are published at courseunbox.com/placement-guarantee.

Career outcomes

This curriculum prepares you for roles such as:

Digital Marketing Executive

SEO Specialist

Performance Marketing Associate

Social Media Manager

Content Marketer

PPC / Google Ads Specialist

Marketing Analyst

AI Marketing Specialist

Freelancer / Agency Owner

Course Unbox vs a typical institute

What you get	A typical institute	Course Unbox
AI training	One add-on module	Integrated across every module + a deep-dive
AI search (AEO/ GEO)	Rarely taught	Dedicated module — get cited by ChatGPT & AI Overview
Per-module project	Topic lists only	A real deliverable in every module (12+ projects)
Internship	Often unpaid / "assistance"	Paid internship included
Placement promise	"Assistance" or 6-month refund	Full refund if not placed in 3 months
Fees	Hidden — "enquire"	Published openly: ₹75,000, EMI available
Taught by	Rotating, anonymous trainers	Founder-led — Jugal Chauhan, 12+ years

Ready to start?

Book a free, no-pressure counselling call and we'll help you decide if this course fits your goals.

**Book a Free Counselling Call · Chat on
WhatsApp**

www.courseunbox.com | Call / WhatsApp: [+91-XXXXXXXXXX] | Noida, Sector 62
Founded & taught by Jugal Chauhan, 12+ years in online marketing