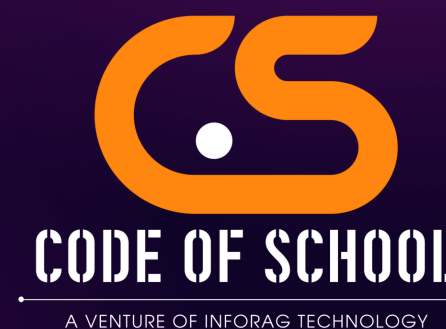




Borcelle
Language Course



Kickstart your Digital Marketing Career

Duration : 90 Days

www.codeofschool.com





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About Us

Gain practical skills in front-end, back-end, and mobile app development. With 300+ hours of hands-on training, become a job-ready Full-Stack Web & Mobile App Developer using industry-relevant technologies.



Expert Menter's

20+



Languages

45+





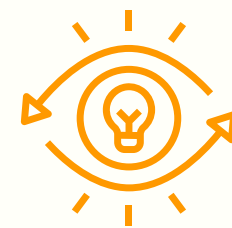
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Vision and Mission



Our Vision

Skilling youth in full-stack & app development.

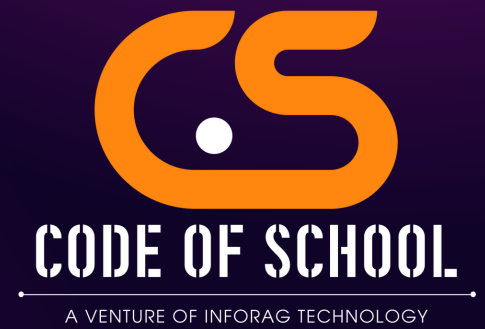


Our Mission

To build future-ready tech professionals for the digital world.



Our Service



Interactive Lessons

Join live sessions with expert instructors for hands-on, engaging learning.

Flexible Learning

Learn at your own pace with schedules that fit your routine.

Comprehensive Resources

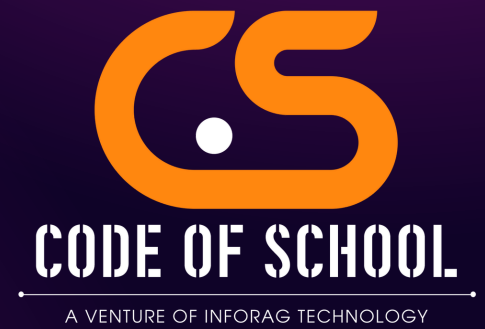
Access well-structured content, real-world projects, and practical tools.

Proficiency Assessments

Track your progress through customized tests aligned with your goals.



Our History



2020

Launch

Started online classes to make language learning globally accessible.

2021

Expansion

Expanded reach worldwide, building a strong learner base.

2023

Global Impact
















Borcelle course gained industry recognition and student success.

2022

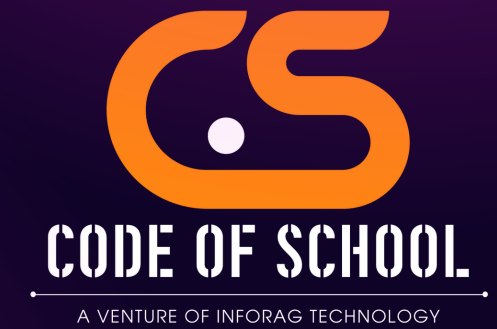
Innovation

Launched offline + online classes with job assistance support.

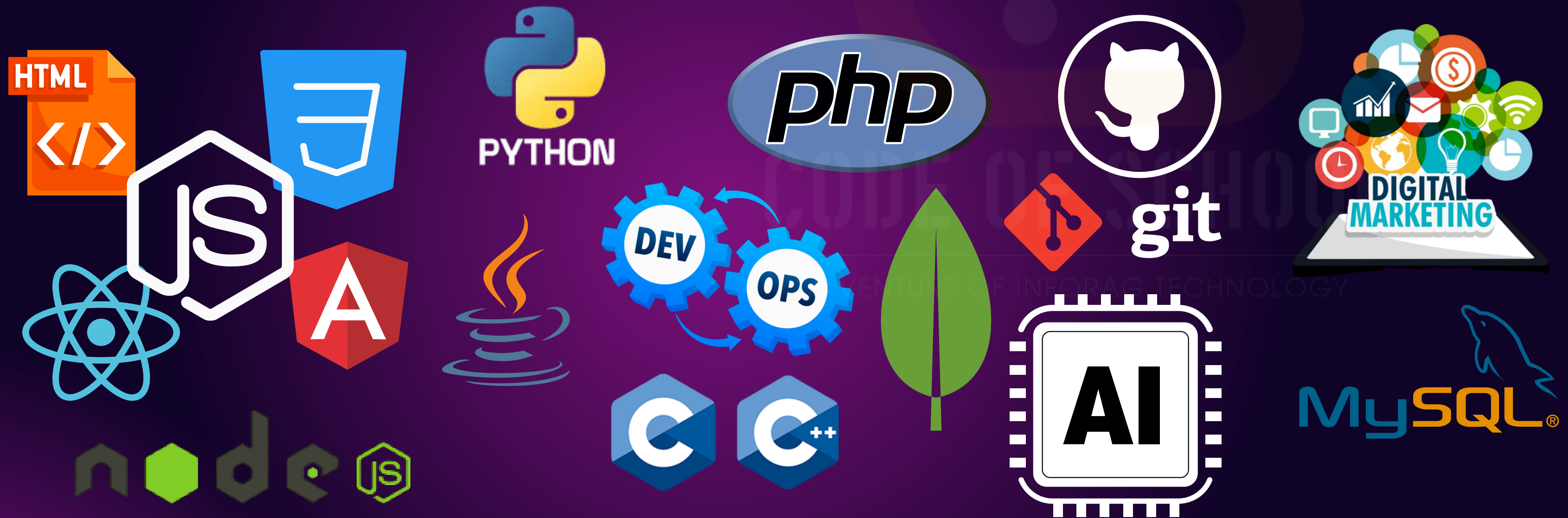
Placement Overview

 <p>Uma Chawla Graphics Designer 7.6 LPA Qualwebs</p>	 <p>Ayush Tripathi Full Stack Developer 6 LPA Tudip Digital</p>	 <p>Payal Kewat Java Developer 5 LPA HOTWAX SYSTEMS</p>	 <p>Raghnandan Yogi Full Stack Developer 5 LPA LabsuAT</p>	 <p>Siddarth Yadav Digital Marketing Expert 4.2 LPA CS</p>	 <p>Abhishek songara Associate analytics 3.8 LPA INFOCEPTS Data & AI</p>	 <p>Abhishek Chandravanshi Server Administrator 4.8 LPA R INFORAG. TECHNOLOGY</p>	 <p>Yuvraj Singh Full Stack developerr 3.2 LPA LIUGONG</p>
 <p>Vishal Lowanshi Full Stack Developer 3.2 LPA Doniv Digital Media</p>	 <p>Sudha Patidar Shopify/ Wordpress Developer 3 LPA R INFORAG. TECHNOLOGY</p>	 <p>Akshay Patel MERN Stack Developer 3 LPA R INFORAG. TECHNOLOGY</p>	 <p>Gayatri bodade Full Stack Developer 2.4 LPA NETAWISH</p>	 <p>Shubham Lowanshi Full Stack Developer 2 LPA APLITE</p>	 <p>Deepak Rajput Digital Marketing Expert 2 LPA Jump Online</p>	 <p>Deepanshu Rode Digital Marketing Excutive 2 LPA R INFORAG. TECHNOLOGY</p>	 <p>Next for you</p>

Placed in Top Companies



Languages Frameworks & Tools



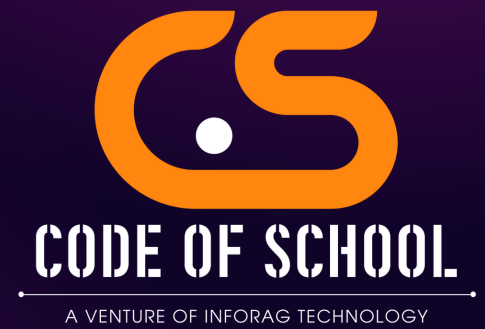
Total Project

SEO + SEM	5+
SMM + SMO	5+
Email Marketing	5+
Analytics & Tracking	2+
Content & Video Marketing	2+
Resume & Freelancing	1+
Final Capstone Project	2+



Build a strong portfolio with 50+ real-world projects and stand out to top employers

Introduction

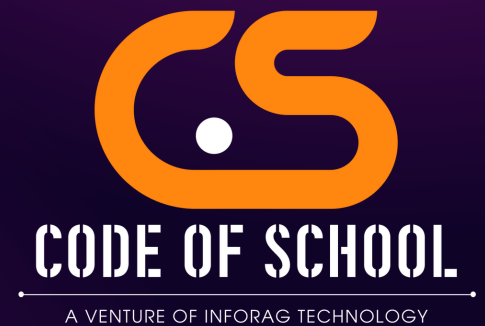


- **What is Digital Marketing?**
- **Difference between Traditional & Digital Marketing**
- **Components of Digital Marketing (SEO, SEM, SMM, etc.)**
- **Buyer Persona & Digital Buyer Journey**
- **Understanding Online Marketing Funnels**
- **Current Trends & Tools in Digital Marketing**
- **Career Opportunities in India & Abroad**
- **Freelancing vs Agency vs Corporate Roles**

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Social Media Marketing

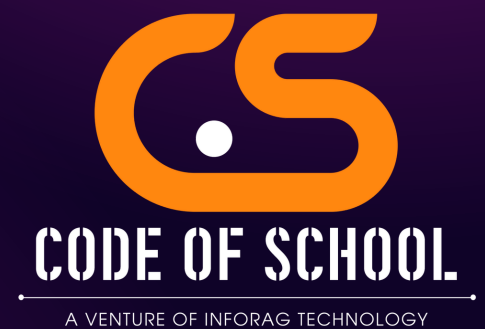


- Facebook & Instagram Business Page Creation
- Types of Content: Reels, Stories, Posts
- Meta Ads Manager – Structure of Campaigns (TOFU/MOFU/BOFU)
- Ad Targeting: Interest, Location, Custom Audiences
- A/B Testing of Ads & Budgeting Strategy
- LinkedIn Personal Branding & Lead Generation
- Hashtag Research & Engagement Tactics
- Project: Paid Ad Campaign + Instagram Strategy (3+ Projects)

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Search Engine Optimization



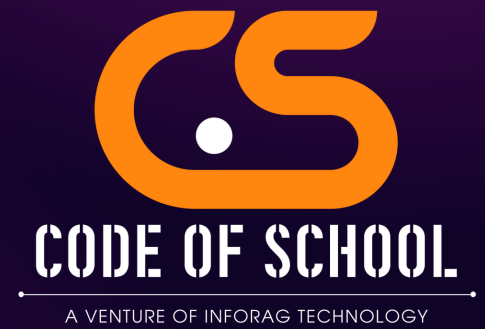
- **Basics of How Search Engines Work**
- **Keyword Research (Ubersuggest, SEMrush)**
- **On-Page SEO: Meta Tags, Headings, URLs**
- **Off-Page SEO: Link Building & Backlinks**
- **Technical SEO: Sitemaps, Robots.txt, Page Speed**
- **Local SEO: Google Business Profile Optimization**
- **Google Search Console – Indexing & Performance**
- **Project: SEO Audit + Ranking Strategy (2+ Projects)**

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Search Engine Marketing

- **Google Ads Overview & Account Setup**
- **Types of Ads: Search, Display, YouTube, App**
- **Understanding Bidding Strategies & Budgets**
- **Keyword Match Types: Broad, Phrase, Exact**
- **Campaign Structure: Campaigns, Ad Sets, Ads**
- **Ad Extensions: Call, Site Link, Location**
- **Quality Score & Ad Performance Metrics**
- **Project: Launch Google Search & Display Ads**
(2+ Projects)

Email & WhatsApp Marketing



- **Setting up Email Tools: Mailchimp, Brevo**
- **Building Email Lists & Segmentation**
- **Designing Templates & Email Sequences**
- **Creating Drip Campaigns with Automation**
- **Email Open Rate & CTR Optimization**
- **WhatsApp Business Tools + Broadcast**
- **WA Marketing Automation Tools (WA Web Plus, WATI)**
- **Project: Launch Product Campaign via Email + WhatsApp (2+ Projects)**

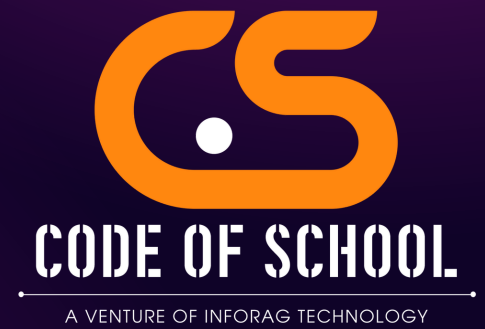
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Analytics & Performance

- **Introduction to Google Analytics (GA4)**
- **Tracking User Behavior & Traffic Sources**
- **Setting Goals, Events & Conversion Tracking**
- **Bounce Rate, Session Time, Exit Rate Analysis**
- **UTM Parameters & Campaign Tagging**
- **Installing Meta Pixel & Tracking Events**
- **Creating Custom Dashboards & Reports**
- **Project: Website Traffic Report + Goal Setup (1+ Project)**

E-Commerce & Funnel Building

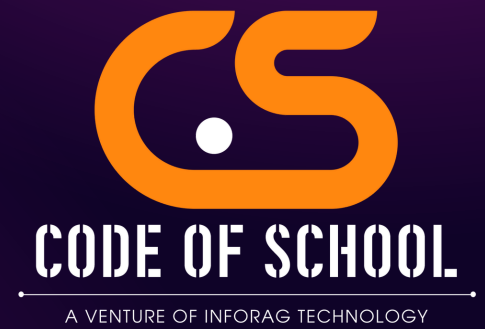


- **Basics of E-commerce Platforms (Shopify, WooCommerce)**
- **Product Listing, Images, Description Optimization**
- **Landing Page Tools (Mailchimp, Systeme.io, Swipe Pages)**
- **Creating Lead Magnet Funnels (PDF, Webinar, Form)**
- **Conversion Rate Optimization Techniques**
- **Cart Abandonment Strategy**
- **Upsell/Downsell Tactics in Funnels**
- **Project: Build Funnel for Course/Product Launch (1+ Project)**

Content & Video Marketing

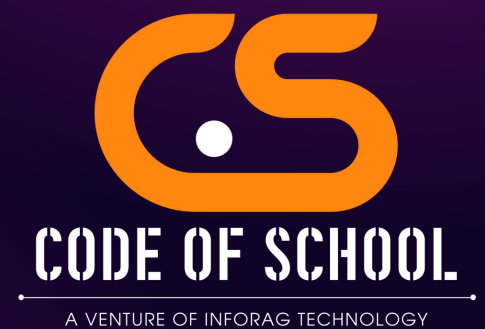
- **Creating Content Strategy Calendars**
- **Understanding Content Buckets & Audience Types**
- **YouTube Channel Setup & SEO (Thumbnails, Titles)**
- **Using Canva for Post/Reel Design**
- **Editing Reels/Shorts with CapCut**
- **Scripting & Storyboarding Videos**
- **Publishing Strategy: Frequency, Time & Hashtags**
- **Project: Plan & Design 7-Day Content Calendar (1+ Project)**

Tools, Resume & Freelancing



- **Tools Overview: Canva, Buffer, Notion, Trello, ChatGPT**
- **Resume Building for Digital Marketers**
- **LinkedIn Optimization & Personal Branding**
- **Fiverr/Upwork Profile Setup & Gig Creation**
- **Freelancing Strategies: Bidding, Pricing, Proposals**
- **Client Communication & Project Delivery**
- **Case Study Documentation**
- **Project: Create Resume + Portfolio + Freelance Gig (1+ Project)**

Final Capstone Project



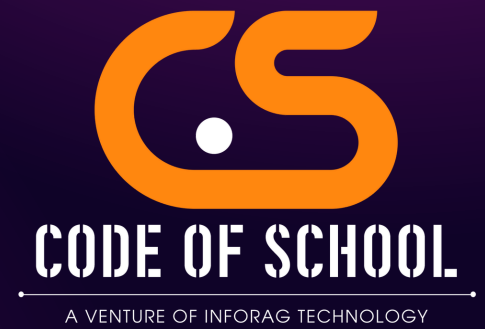
Build a complete 360° Digital Marketing Campaign for a business, applying all modules:

- **SEO**
- **SMM**
- **Google Ads**
- **Email + WhatsApp Marketing**
- **Analytics + Funnel Setup**



Portfolio Ready – Internship/Job/Client-Work Confidence

CODE REVIEW & PROJECT DEPLOYMENT MASTERCLASS



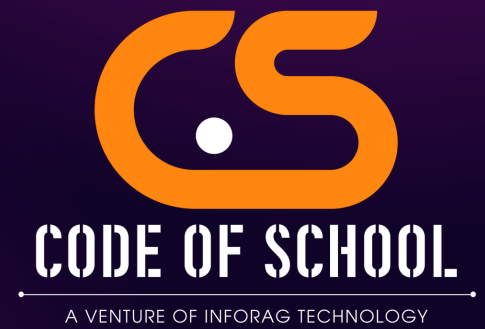
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Master deployment using top hosting
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Mock Interview Sessions
Deployment Assistance & Hosting Setup

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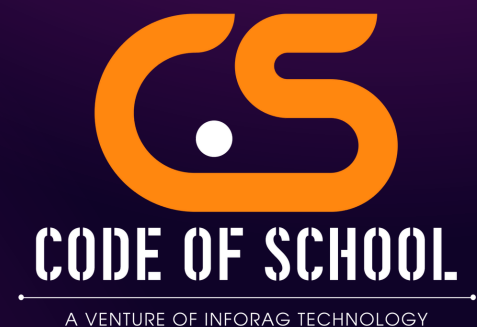
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Thank You

For your attention

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