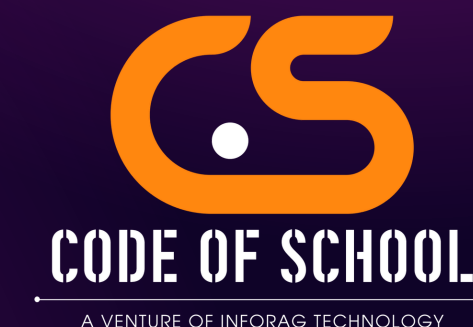




Borcelle  
Language Course



# Kickstart your Digital Marketing With AI Career

**Duration : 4-6 Months**

[www.codeofschool.com](http://www.codeofschool.com)



# 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

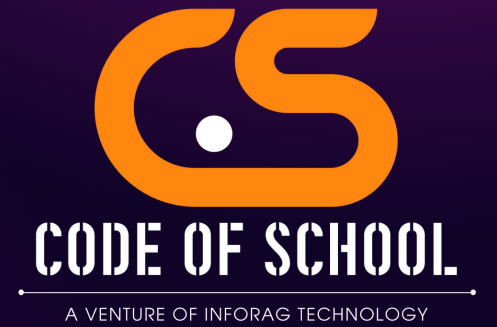
**45+**



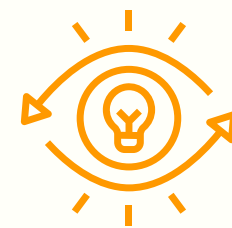




Borcelle  
Language Course



# Vision and Mission



## Our Vision

Skilling youth in full-stack & app development.



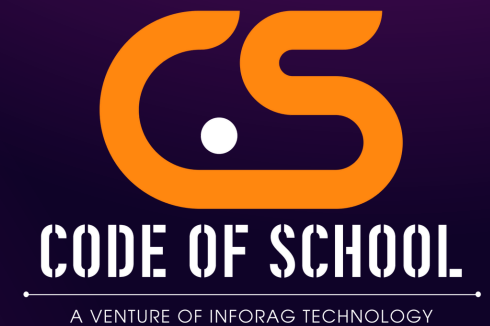
## Our Mission

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.

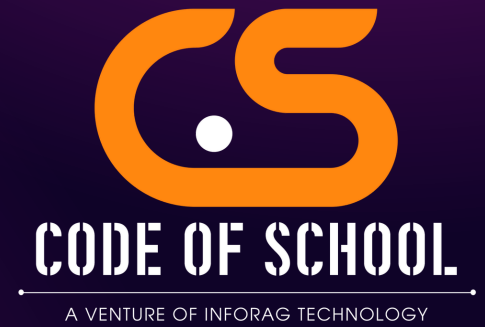
## Proficiency Assessments

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.

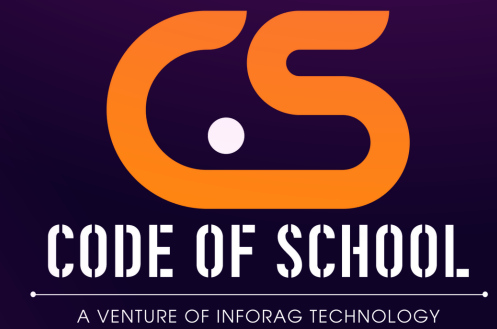


# Placement Overview

|                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Uma Chawla</b><br/>Graphics Designer<br/><b>7.6 LPA</b><br/></p>           |  <p><b>Ayush Tripathi</b><br/>Full Stack Developer<br/><b>6 LPA</b><br/></p>          |  <p><b>Payal Kewat</b><br/>Java Developer<br/><b>5 LPA</b><br/></p>           |  <p><b>Raghunandan Yogi</b><br/>Full Stack Developer<br/><b>5 LPA</b><br/></p>   |  <p><b>Siddarth Yadav</b><br/>Digital Marketing Expert<br/><b>4.2 LPA</b><br/></p> |  <p><b>Abhishek songara</b><br/>Associate analytics<br/><b>3.8 LPA</b><br/></p>   |  <p><b>Abhishek Chandravanshi</b><br/>Server Administrator<br/><b>4.8 LPA</b><br/></p> |  <p><b>Yuvraj Singh</b><br/>Full Stack developerr<br/><b>3.2 LPA</b><br/></p> |
|  <p><b>Vishal Lowanshi</b><br/>Full Stack Developer<br/><b>3.2 LPA</b><br/></p> |  <p><b>Sudha Patidar</b><br/>Shopify/ Wordpress Developer<br/><b>3 LPA</b><br/></p> |  <p><b>Akshay Patel</b><br/>MERN Stack Developer<br/><b>3 LPA</b><br/></p> |  <p><b>Gayatri bodade</b><br/>Full Stack Developer<br/><b>2.4 LPA</b><br/></p> |  <p><b>Shubham Lowanshi</b><br/>Full Stack Developer<br/><b>2 LPA</b><br/></p>   |  <p><b>Deepak Rajput</b><br/>Digital Marketing Expert<br/><b>2 LPA</b><br/></p> |  <p><b>Deepanshu Rode</b><br/>Digital Marketing Excutive<br/><b>2 LPA</b><br/></p>   |  <p><b>Next<br/>for you</b></p>                                                                                                                                  |

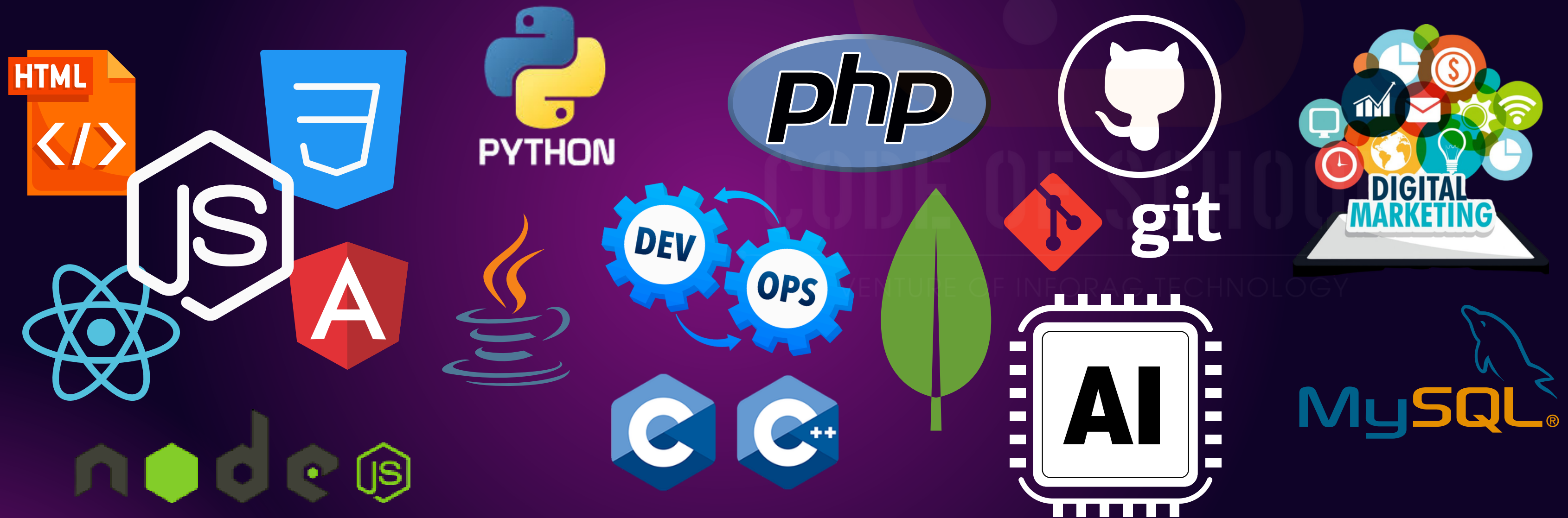


# Placed in Top Companies





# Languages Frameworks & Tools





# Total Project

|                                      |           |
|--------------------------------------|-----------|
| <b>SEO + SEM</b>                     | <b>5+</b> |
| <b>SMM + SMO</b>                     | <b>5+</b> |
| <b>Email Marketing</b>               | <b>5+</b> |
| <b>Analytics &amp; Tracking</b>      | <b>2+</b> |
| <b>Content &amp; Video Marketing</b> | <b>2+</b> |
| <b>Resume &amp; Freelancing</b>      | <b>1+</b> |
| <b>Final Capstone Project</b>        | <b>2+</b> |



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

# Introduction

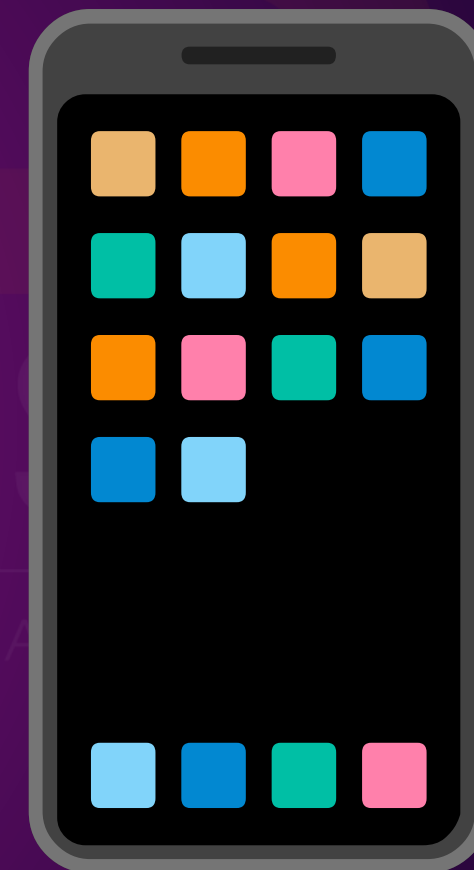
- **What is Digital Marketing?**
- **Difference Between Traditional & Digital Marketing**
- **Digital Marketing Ecosystem & Channels**
- **Components of Digital Marketing (SEO, SEM, SMM, Email Marketing, Content Marketing, etc.)**
- **Buyer Persona & Customer Journey**
- **Marketing Funnel & Lead Generation Basics**
- **Current Digital Marketing Trends & AI in Marketing**
- **Career Opportunities in Digital Marketing**





# Digital Marketing Fundamentals

- **Marketing Basics**
- **Branding & Positioning**
- **Buyer Persona Creation**
- **Customer Journey Mapping**
- **Sales Funnel**
- **Marketing Channels**
- **Business Growth Strategy**
- **Digital Marketing Framework**



# Website Development

- **Domain, Hosting & Website Setup Process**
- **WordPress Installation & Dashboard Management**
- **Creating Business Websites & Landing Pages**
- **Working with Themes, Plugins & Page Builders**
- **Website Speed, Mobile Responsiveness & Security**
- **Contact Forms, Lead Capture & WhatsApp Integration**
- **SEO-Friendly Website Structure & Navigation**
- **Project: Design & Launch a Professional Website**





# Search Engine Optimization (SEO)

- **Introduction to Search Engines & Google Ranking Factors**
- **Keyword Research Using Professional SEO Tools**
- **On-Page SEO: Meta Tags, URLs, Content & Images**
- **Off-Page SEO: Link Building & Authority Building**
- **Technical SEO: Speed, Sitemap, Robots.txt & Indexing**
- **Local SEO & Google Business Profile Optimization**
- **SEO Audit, Competitor Analysis & Performance Tracking**



# Google Marketing Tools

- **Google Analytics (GA4): Traffic & User Behaviour Analysis**
- **Google Search Console: Indexing, Performance & Crawl Reports**
- **Google Tag Manager: Tracking Without Coding**
- **Google Keyword Planner for Keyword Research**
- **Google Trends for Market & Search Trend Analysis**
- **Conversion Tracking & Goal Setup**
- **Creating Reports & Marketing Dashboards**
- **Practical Implementation on Live Projects**





# Search Engine Marketing (Google Ads)

- **Google Ads Account Setup & Campaign Structure**
- **Search, Display, YouTube & Performance Max Campaigns**
- **Keyword Match Types: Broad, Phrase & Exact Match**
- **Bidding Strategies, Budget Planning & Quality Score**
- **Ad Copywriting & Ad Extensions for Better CTR**
- **Audience Targeting & Conversion Tracking**
- **Campaign Optimization & A/B Testing Techniques**
- **Project: Launch Google Search & Display Campaigns**



# Meta Ads (Facebook & Instagram)

- Meta Business Suite & Ads Manager Setup
- Campaign Objectives & Sales Funnel Strategy
- Audience Research & Custom Audience Creation
- Image, Video, Carousel & Lead Generation Ads
- Pixel Installation & Event Tracking
- Budget Optimization & Campaign Scaling
- Retargeting & Lookalike Audience Strategies
- Project: Create & Optimize Live Meta Ad Campaigns





# Content Marketing

- **Content Strategy for Business Growth**
- **SEO Blog Writing & Website Content Creation**
- **Copywriting for Ads, Landing Pages & Sales Funnels**
- **Email Marketing & Newsletter Campaigns**
- **Storytelling & Personal Branding Techniques**
- **Content Repurposing Across Multiple Platforms**
- **AI-Assisted Content Creation & Optimization**
- **Project: Develop a Complete Content Marketing Strategy**



# AI for Marketing

- **Introduction to AI in Digital Marketing**
- **ChatGPT, Gemini & Claude for Content & Research**
- **Prompt Engineering for Better AI Results**
- **AI Image Generation Using Canva AI & Other Tools**
- **AI Video Creation for Reels, Ads & YouTube Shorts**
- **AI Chatbots & Customer Support Automation**
- **AI Workflow Automation & Productivity Tools**
- **Project: Build AI-Powered Marketing Campaigns**





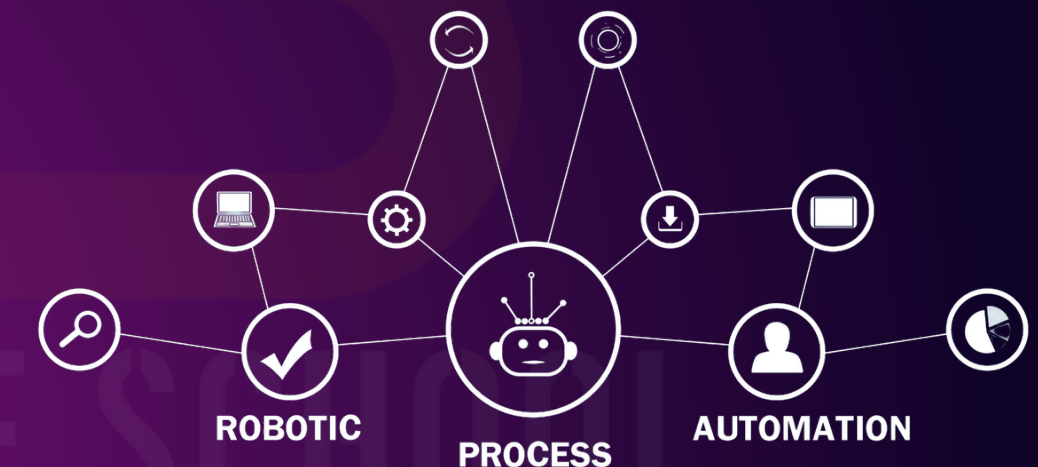
# Design & Video Editing

- Canva for Professional Social Media Designs
- Brand Identity, Logo & Marketing Creatives
- CapCut for Reels, Shorts & Promotional Videos
- Thumbnail Design & Video Optimization
- AI-Based Image & Video Enhancement
- Motion Graphics & Basic Animation
- Creating High-Converting Ad Creatives
- Project: Design Complete Social Media Campaign Assets



# Marketing Automation

- Introduction to CRM & Marketing Automation
- Zapier Basics & Workflow Automation
- Email Marketing Automation & Lead Nurturing
- WhatsApp Business Automation
- Lead Management & Customer Follow-up Systems
- Chatbot Integration for Businesses
- Automation for Social Media & Daily Tasks
- Project: Build an Automated Marketing Workflow





# E-Commerce Marketing

- **Shopify Store Setup & Product Listing**
- **Product Research & Store Optimization**
- **E-commerce SEO & Product Page Optimization**
- **Facebook & Google Shopping Ads**
- **Payment Gateway & Order Management**
- **Sales Funnel for Online Stores**
- **Customer Retention & Repeat Purchase Strategies**
- **Project: Launch an E-commerce Marketing Campaign**



# Final Capstone Project

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

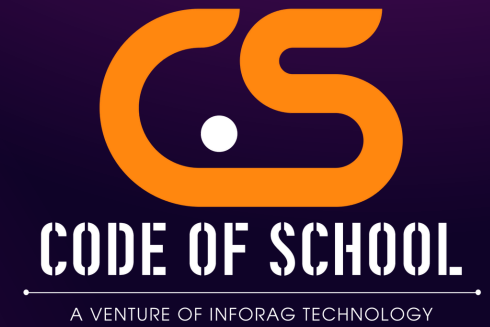
- **SEO**
- **SMM**
- **Google Ads**
- **Email + WhatsApp Marketing**
- **Analytics + Funnel Setup**



**✓ Portfolio Ready – Internship/Job/Client-Work Confidence**



# CODE REVIEW & PROJECT DEPLOYMENT MASTERCLASS



Take your projects from code to live — just like in the real world!

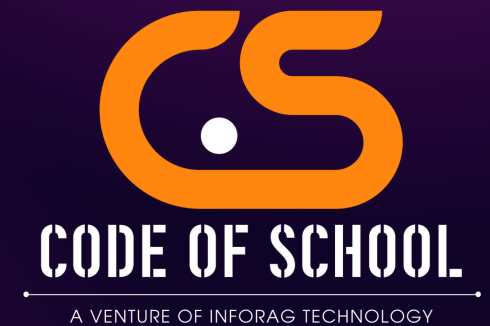
- ✓ Learn professional coding conventions
- ✓ Get your code reviewed by experienced developers
- ✓ Master deployment using top hosting platforms

## What You'll Get:

-  Comprehensive Notes
-  Interview Questions (Real-world Based)
-  Mock Interview Sessions
-  Deployment Assistance & Hosting Setup



# Level Up with Code Of School



Earn Your Certificate |



Boost Your Career

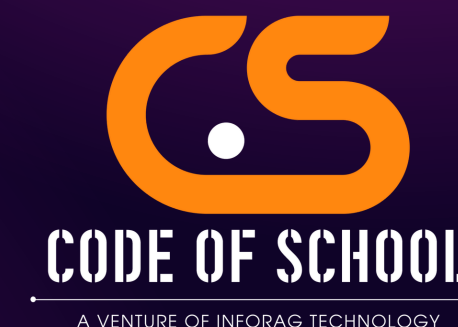


- ◆ Resume Building
- ◆ Portfolio Building
- ◆ Skill Enhancement
- ◆ Interview Preparation
- ◆ Career Mentoring





# Get in Touch



Connect with us to begin charting your journey towards  
mastering a new language today



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CODEOFSCHOOL



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Of Vishal Mega Mart , SH 20 H I G Bhagat  
Singh Paris, Vijay Nagar, Indore 452010



+91 9977085405 , 9977-723-584

# Thank You

For your attention

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