



Digital Marketing and AI Boot Camp

Future-Proof Your Skills

Organized by:

Department of Management Studies
University of Kashmir (South Campus)

Possibility of
Internship
Opportunity for
top-performing
participants

Event Highlights:

- AI in Digital Marketing- Smarter SEO, Content, and ads.
- Social Media and Content Marketing- Master Instagram and Viral Content.
- Email & Google Ads- Automate and Optimize Max Impact.
- SEO and Analytics- Rank Higher and decode data like a Pro.

Who Should Attend:

Students, Marketers and Entrepreneurs

Stay Ahead in the AI-Driven Digital World

Date and Time: 17th – 24th March, 2025 (Offline Mode)

Follow-Up Sessions: To be held in Online Mode.

Venue: Conference Room, South Campus, Highground, Fatehgarh, Anantnag-192101
Transport facility is available

About the South Campus:

South Campus was established in 2008 as the first satellite campus of the University of Kashmir at Fatehgarh, Anantnag in a breath-taking landscape, overlooking beautiful mountain range and serene valley.

Keeping the doors open for all, South Campus came into existence largely for the purpose of making higher education more accessible to our society. Over the years this Campus has become a preferred destination of students belonging to various parts of the Jammu and Kashmir, for Post Graduate degree programmes being offered in the disciplines of Business Administration, Computer Sciences, Mathematics, English, Education, M.Ed. and Urdu.

About the Department of Management Studies (South Campus)

The Department of Management Studies was established in the year 2008, with the objective to provide the aspiring managers a platform to learn the art of managing. The necessary infrastructure (including well-equipped classrooms, computer lab with internet facility etc.) has been put in place in the Department needed to develop the students into professional managers. The Department provides various Specializations to students like; Marketing Management, Human Resources Management, Financial Management, and Information Technology. The Department frequently organizes workshops, bootcamps, seminars and Conferences to equip the students with necessary skills and attitude fit for the corporate world.

About the Digital Marketing Bootcamp:

The digital marketing landscape is undergoing rapid transformation with the integration of artificial intelligence. This 7-day intensive training program is designed to provide participants with hands-on experience and a deep understanding of AI-powered digital marketing. The course will incorporate case studies, real-world applications, and performance-based assessments to ensure practical learning and industry readiness. We are particularly interested in offering this training as part of our department's initiative to enhance employability and skill development among the youth, particularly those preparing to enter the workforce in marketing, communication, and technology-driven fields.

Key Objectives:

- Understand the impact of AI in Digital Marketing, including SEO, content creation, and advertising
- Develop expertise in social media & Content Marketing, including Instagram growth strategies and viral content development.
- Learn to automate and optimize Email & Google Ads for improved campaign performance.
- Gain proficiency in SEO & Analytics to improve search rankings and make data-driven decisions.
- Apply their knowledge through practical exercises and case studies designed to simulate real-world business challenges.
- Prepare students for a variety of career paths in the ever-expanding digital landscape.

Target Audience:

- Students from diverse educational backgrounds, including but not limited to Management, Commerce, Engineering, Vocational Training Institutes.
- Aspiring Entrepreneurs and Startup Founders.

Register here: Registration is free.



Avail the Opportunity

Course Structure

This 7-day program follows a structured and practical approach, ensuring maximum learning retention and skill application. The curriculum covers:

- AI in Digital Marketing – Implementing AI tools for smarter SEO, content marketing, and paid advertising strategies.
 - Social media & Content Marketing – Enhancing audience engagement, mastering Instagram marketing, and automating content workflows.
 - Email & Google Ads Automation – Leveraging AI-driven tools to create and optimize impactful campaigns.
 - SEO & Analytics – Ranking higher on search engines through data interpretation and AI-powered optimization.
 - Case Studies and Industry Applications – Analyzing real-world examples to understand successes and failures.
 - Performance-Based Evaluation – Practical assessments to ensure skill mastery and application.
 - Valedictory Session – A concluding session on the final day to acknowledge participant achievements and insights gained.
- The course will be highly interactive, focusing on experiential learning through hands-on exercises and live industry case studies. The evaluation process will be marks-oriented to track progress and learning outcomes effectively.
- Additionally, participants will have access to three additional follow-up sessions of 2 hours each post the 7-day training. These sessions will provide further insights, address challenges faced in implementation, and reinforce key concepts learned during the program.

Course Highlight:

- Expert Trainers: The bootcamp will be conducted by the academicians with the specialization in digital marketing along with industry experts with real-world experience.
- Practical Learning: Focus will be more on case studies, live projects, and practical assignments.
- Exploration of Placement Opportunities: The bootcamp may open the avenues of placement opportunities.
- Participants will receive a certification (only after rigorous evaluation) recognized by the industry leaders and University experts.

Course Details:

Duration: 7 Days offline (17th to 24th March 2025) + 3 Online follow-up sessions (dates to be scheduled)
Timing: 10:00 AM to 4:30 PM
Mode: In-Person Training (South Campus, University of Kashmir)
Expected Participants: 100 (Students + Entrepreneurs)

Expected Outcomes:

- By the end of the training program, students will be equipped with the following skills:
- Increased employability in the digital marketing industry.
 - Ability to develop and execute digital marketing campaigns leveraging upon AI.
 - Expertise in SEO, SEM, social media, email, and content marketing
 - Knowledge of e-commerce platforms and strategies
 - Understanding of data analytics and campaign reporting



Patron
Prof. Neelofar Khan
Honourable Vice Chancellor
University of Kashmir



Co-Patron:
Prof. Naseer Iqbal
Registrar
University of Kashmir



Co-Patron:
Prof. Waseem Bari
Director, South Campus
University of Kashmir

Organizing Committee:

- Dr. Irfana Rashid Event in charge
Faculty, Department of Management Studies (South Campus)
- Dr. Zahoor Ahmad Parry Member
Faculty, Department of Management Studies (South Campus)
- Dr. Natasha Saqib Member
Faculty, Department of Management Studies (South Campus)
- Mr. Waseem Farooq Bhat Member
- Ms. Taha Nazir, DMS (South Campus). Member

For any query, drop a Mail at: babairfana@kashmiruniversity.ac.in