



**BRAND
VERSITY**

7 Month Entrepreneurship in Digital Marketing Programme ...

7 Month Entrepreneurship in Digital Marketing programme

Industry-Oriented | Real Clients |
Startup Exposure | Global
Pitching | AI Automation

4

Months
High-Intensity

25+

Skill
Modules

100+

Business
Owner Sessions

4

Career
Pathways

10+

Industrial
Visits

3

Months
Internship

Global

Client
Pitching



ABOUT BRANDVERSITY

Our Vision

Brandversity is not a typical digital marketing training institute. We are a career transformation ecosystem where students, fresh graduates, career switchers, and aspiring entrepreneurs become market-ready digital professionals and business owners. Located at Anakkayam, Manjeri, Kerala, and backed by the innovation ecosystem of IIT Madras Research Park.

Core Philosophy



Real Over Theoretical

Every module built around what works in the industry today. We teach the tools employers use right now, not textbook frameworks.



Execution Over Certificates

From Month 3, students work on live client projects. Your portfolio is built through real deliverables, not mock assignments.



Entrepreneur Mindset First

We train every student to think like a business owner—understanding revenue, value, risk, and customer psychology.



IIT Madras Ecosystem

Access to India's top founders, investors, and innovators. This shapes how our graduates see business and opportunity.



What Makes Us Different

04

Months of Intensive Training

Focused, full-immersion curriculum designed for maximum impact and skill development.

25+

Industry Skill Modules

From SEO and content marketing to AI automation and data analytics.

100+

Expert Business Sessions

Direct exposure to successful entrepreneurs and industry leaders.

10+

Industrial Visits

Real-world exposure to startups and established digital companies.

03

Months Internship

Concurrent with final months. Real projects, real clients, real experience.

04

Career Pathways

Placement support, freelancing, startup launch, or corporate roles.

4 Month Curriculum



Month 1: Foundations

Digital marketing fundamentals, social media strategy, SEO basics, content creation, analytics, and brand positioning.



Month 2: Advanced Skills

Paid advertising, email marketing, marketing automation, copywriting, influencer marketing, and AI tools integration.



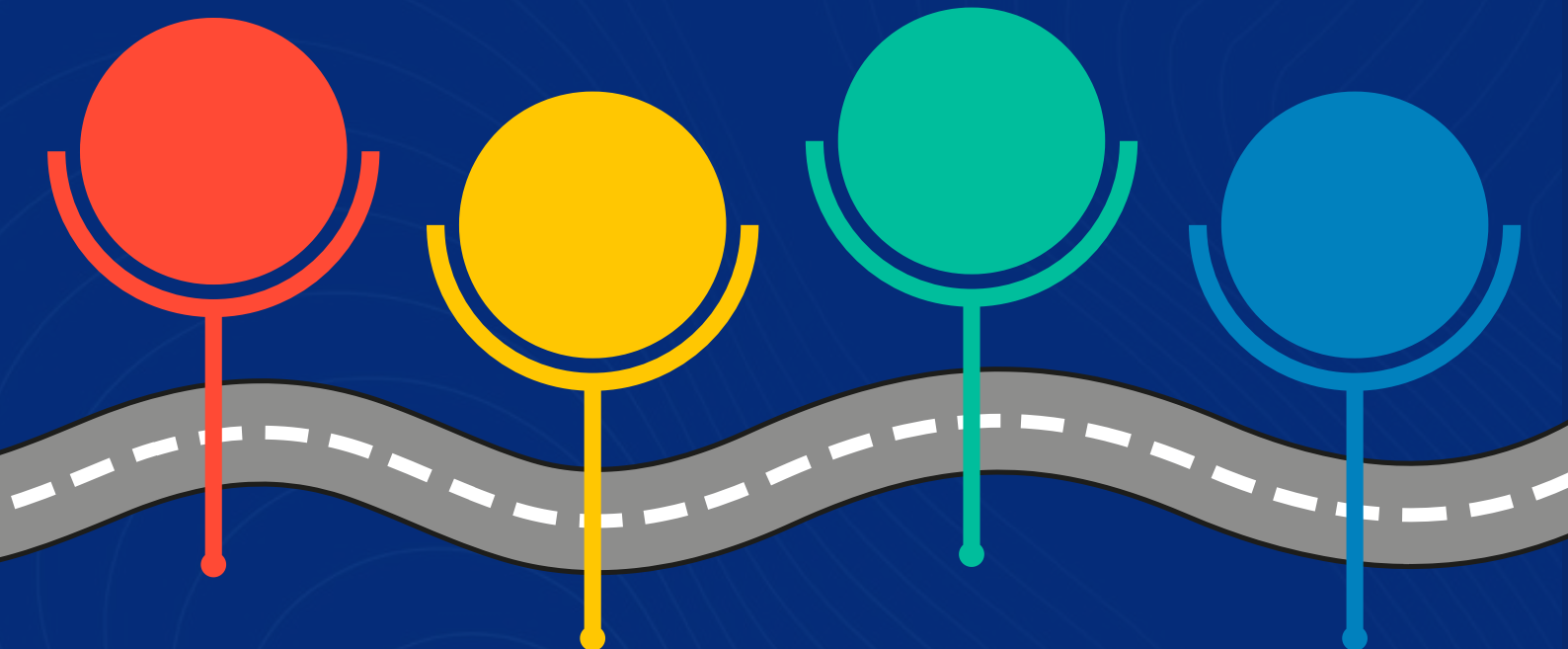
Month 3: Client Projects

Real client work begins. Students execute integrated campaigns, manage budgets, and present results. Internship commencement.



Month 4: Specialization

Career track selection. Deepen expertise in chosen area while continuing live client projects and internship responsibilities.

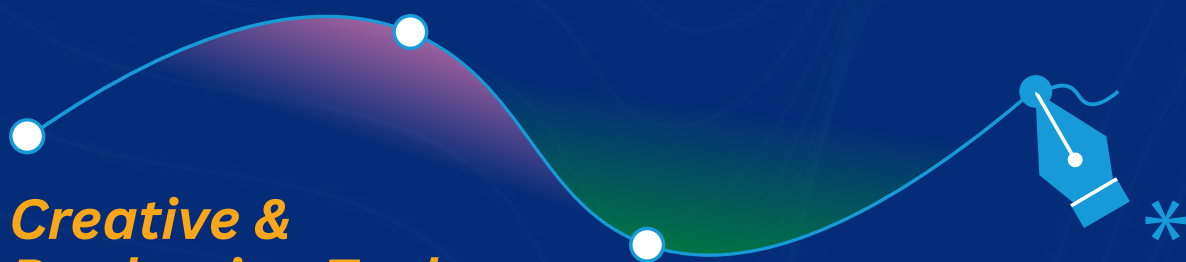


25+ Industry Tools & Technologies

Digital Marketing Platforms & Channels

Meta Ads (Facebook & Instagram)
Google Ads (Search, Display, YouTube, PMax)
LinkedIn Ads
Snapchat Ads
TikTok Marketing & Ads
SEO (Search Engine Optimisation)
GEO (Genetative Engine Optimisation)
AEO (Answer Engine Optimisation)
Email Marketing & Automation
WhatsApp Marketing
YouTube Channel Management
Google Analytics 4
Google Search Console
Meta Business Suite



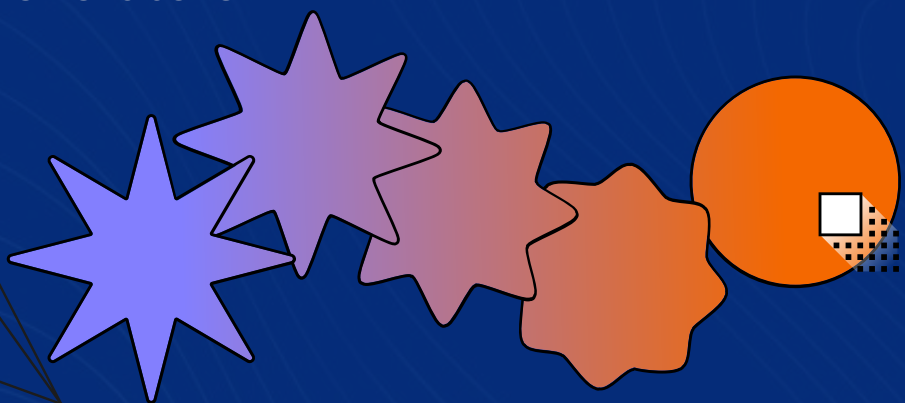


Creative & Production Tools

Canva
Adobe Photoshop(Basics)
CapCut
Adobe Premiere Rush
Video Shooting(Mobile & Camera)
AI Image Tools(Midjourney /Firefly)

AI and Automation Tools

n8n
Make (Integromat)
ChatGPT & Claude
AI Chatbot Builders(ManyChat, Tidio)
HeyGen / Synthesia
Runway ML
AI Image Generators





Business & Soft Skills

Public Speaking & Anchoring
Sales & Pitching
Tele Calling
Field Marketing
Client Communication
HR & Team Management
Finance Basics
Event Management
Hospitality Management
Entrepreneurship

Website & Technical Tools

WordPress
Google Tag Manager
Hotjar / Microsoft
Clarity
Mailchimp / Brevo
Hootsuite / Buffer



04

Career Pathways After Graduation

Every Brandversity graduate has the skills, portfolio, and experience to pursue any of four clearly defined career pathways. During Month 6, each student identifies and prepares for their chosen path with a personalised 12-month action plan.

① Professional Digital Marketing Job

Digital Marketer, Social Media Manager, or SEO Specialist in established companies with internship-to-hire opportunities.

Roles you can target:

- Digital Marketing Executive
- Social Media Manager
- SEO Specialist
- Paid Media Analyst
- Content Strategist

₹15K-35K /
Month

② Run a Digital Marketing Agency

Start and operate your own agency. Month 6 gives you the blueprint, the first client experience, and the operational knowledge.

What you will have:

- Agency operations knowledge
- Proposal & pricing templates
- Real client portfolio
- Client acquisition strategy
- Brandversity mentor support

₹30K-1L+ /
Month

3 Start Freelancing

Work with global clients independently. We train you on Upwork, Fiverr, LinkedIn prospecting, and cold email from Month 3 onwards.

Services you can offer:

- Meta & Google Ads Management
- SEO & Content Marketing
- Social Media Management
- AI Automation Services
- Video Production & Editing

\$500-\$3000/
Month

4 Run Your Own Business Digitally

Take your family business or new venture digital. Use your Brandversity skills to grow it without depending on an agency.

What you can do:

- Run your own ads profitably
- Build your brand from scratch
- Create content that converts
- Automate operations with AI
- Scale without agency dependency

Own Your
Growth



FROM INTERNS TO ₹100CR COMPANY OWNERS



Six KMCT Architecture College graduates—Ramshad, Aysha, Sai Pravva, Sreeyuktha, Ashik PS, and Nasna Sharin—joined the Brandversity ecosystem as interns. With the right training, mentorship, and continuous support, they transformed their skills into a successful venture, building their own office and launching Arkheo7. Today, their company stands strong with an impressive valuation of ₹100 crore—proving that with the right guidance, interns can become industry leaders.

Learn From Visionaries Who Inspire Success



**Dr.
Shahid
Cholayil**

Founder &
Chairman
of Mision 3G & 3G
IRPS (IIT Madras
Research Park)
Co-Founder of
BrandVersity



**Muhammed
Nabeel
P.A**

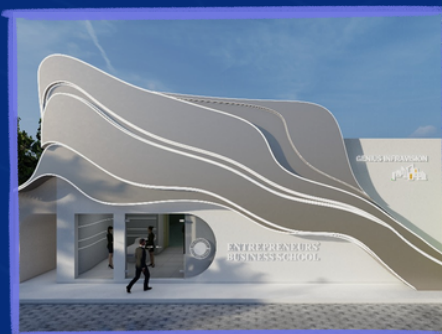
Founder - NB
Group of
Companies Co-
Founder -
BrandVersity



Gallery Inauguration



Gallery facilities



What You Receive



Brandversity Certified Digital Marketer

Official Certification from Brandversity, recognised across our industry partner and alumni network. physical certificate plus digital badge for LinkedIn.



Internship Completion Certificate

Issued by the internship partner company or Brandversity's agency division upon successful completion with defined deliverables.



Portfolio of Real Client Work

Documented case studies from live client projects - the most powerful proof of capability any employer, client, or investor can see.



Alumni Network Access

Lifetime access to Brandversity's alumni network, job leads, client referral, industry updates and annual alumni events.

Course Fee Details

7 Months

~~₹72000~~
₹48000



📍 **Regional Hub:** Manjeri, Malappuram
🏢 **Head Office:** IIT Madras Research Park, Chennai
☎️ +91 8592956370 ✉️ 3gbrandversity@gmail.com
📷 3gbrandversity 🌐 www.3gbv.com