BVR ALPHA COMMUNITY
ADVANCED DIGITAL MARKETING

PROGRAMME CURRICULUM 2026

ADVANCED DIGITAL MARKETING, AI & GROWTH MASTERY

Professional Programme

47 module learning framework · Practical projects · Industry experience

2 months	1 month	3 months	47
TRAINING	INTERNSHIP	TOTAL	MODULES

DESIGNED FOR	Students, fresh graduates, job seekers and aspiring digital marketing professionals
OBJECTIVE	Develop industry ready digital marketing professionals with practical knowledge, AI skills, campaign execution experience and career preparation.
MODE	Classroom (Ameerpet, Hyderabad) or live online · 3 day free classroom experience



Mentored by Venkatramireddy Boddapati

Founder, BVR Alpha Community | Digital Marketing Mentor & Industry Expert

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COMPLETE CURRICULUM

8 core tracks you'll master

Every track is hands on. You finish each one with a real piece of work for your portfolio.

Digital Marketing Foundations 01

- Marketing fundamentals and digital marketing strategy
- Canva and professional graphic designing
- Online business, branding, audience research and customer psychology

Website Development 02

- Domain, hosting and website fundamentals
- WordPress, Elementor and landing page creation
- Website optimisation and AI assisted website creation

Artificial Intelligence & Generative AI 03

- AI fundamentals, prompt engineering and research
- ChatGPT, Claude, Gemini, Copilot and Perplexity
- AI image, video, avatar, voice and audio generation
- AI chatbots, AI agents, voice agents and workflow automation

SEO, AEO, GEO & AI Search Optimisation 04

- SEO fundamentals, keyword research and content strategy
- On page, technical, off page and local SEO
- AEO, GEO, AIO, LLMO and AISO
- Google AI Overviews, ChatGPT and Perplexity visibility
- Schema markup, entity SEO, semantic SEO and search reporting

Content Marketing & Search Advertising 05

- Content marketing, copywriting and email automation
- Google Ads: Search, Display, Video and Performance Max
- Campaign planning, setup, tracking and optimisation

Social Media & Performance Marketing 06

- Facebook, Instagram, LinkedIn and YouTube marketing
- Meta Ads, retargeting and performance advertising
- Personal branding and influencer marketing

Lead Generation & Marketing Automation 07

- WhatsApp marketing and Business API
- Ecommerce marketing, CRM and lead management
- Marketing automation, funnels and conversion rate optimisation
- Media planning and campaign strategy

Analytics & Professional Development 08

- GA4, Google Tag Manager, Meta Pixel and Conversion API
- UTM tracking, attribution, Looker Studio and dashboards
- Freelancing, client servicing and agency management
- Communication, certifications, mentorship and career development

LEARN BY DOING

8 real time projects you'll build

Every project becomes part of your portfolio, so you can show real work to employers, clients or your own team.

Business website & landing page 01

Build a WordPress + Elementor website for a real local business, with a landing page and a working lead form.

SEO, AEO & GEO audit 02

Audit a live website, do keyword research, fix on page and local SEO, add schema and plan for Google AI Overviews and ChatGPT visibility.

Google Ads search campaign 03

Plan, build and launch a search campaign with keywords, ads, extensions and conversion tracking through GA4 and Tag Manager.

Meta Ads lead campaign 04

Run a Facebook & Instagram lead campaign with Pixel, Conversion API, custom audiences and retargeting.

AI content & social calendar 05

Create a 30 day content calendar with AI made posts, reels scripts, captions and creatives for a real brand.

WhatsApp & CRM lead funnel 06

Set up a lead funnel with WhatsApp templates, CRM stages and automated follow ups.

Analytics dashboard 07

Connect GA4, Ads and Meta data to a Looker Studio dashboard that reports leads, cost and ROI.

Personal brand portfolio 08

Publish your portfolio website, optimise LinkedIn and present your project results to recruiters.

RECOMMENDED PROGRAMME DELIVERY

Your week by week path

WEEKS 1 TO 2
Foundations, Website Development & AI

WEEKS 3 TO 4
SEO, Content Marketing & Search Advertising

WEEKS 5 TO 7
Social Media, Paid Ads, Lead Gen & Analytics

WEEK 8
Career Preparation & Project Readiness

FINAL MONTH
One month internship

One month internship

- Website development, SEO and AI search optimisation
- Google Ads, Meta Ads and social media campaign execution
- AI content, video and creative production
- CRM, chatbots and marketing automation
- Live or supervised industry projects, portfolio development and final assessment

Expected outcomes

- Industry ready digital marketing skills and practical campaign experience
- Portfolio of website, SEO, advertising, AI and analytics projects
- Preparation for digital marketing, SEO, performance marketing, social media and AI marketing roles
- Resume development, mock interviews and placement assistance

TOOLS YOU'LL USE

Hands on with 100+ industry & AI tools

ChatGPT · Claude · Gemini · Perplexity · Canva · WordPress · Elementor · Google Ads · Meta Ads · GA4 · Tag Manager · Looker Studio · Search Console · Semrush · WhatsApp API · CRM · Zapier · AI video & voice · and many more

INDUSTRY CERTIFICATIONS

Prepare for 12 industry certifications

Alongside your BVR Alpha Community certificate, our mentors guide you to prepare for and earn certifications from the platforms employers and clients trust.

Google 01 CERTIFICATIONS	**HubSpot** 02 CERTIFICATIONS	**Semrush** 03 CERTIFICATIONS	**Meta Blueprint** 04 CERTIFICATIONS
Microsoft 05 CERTIFICATIONS	**LinkedIn** 06 CERTIFICATIONS	**Canva** 07 CERTIFICATIONS	**Ahrefs** 08 CERTIFICATIONS
Yoast 09 CERTIFICATIONS	**Mailchimp** 10 CERTIFICATIONS	**Hootsuite Academy** 11 CERTIFICATIONS	**Amazon Ads** 12 CERTIFICATIONS

Your certificate & portfolio

- BVR Alpha Community certificate of completion with a unique certificate number
- Step by step guidance and practice for each industry certification above
- Portfolio of website, SEO, advertising, AI and analytics projects

LIVE INDUSTRY INTERACTIONS

Learn from the people who do this work every day

During the programme we conduct live interactions, so you get the chance to know industry experts, business owners and the film & TV industry, and learn beyond the classroom.

Industry experts
DIGITAL MARKETING AGENCIES & BRANDS

Get the chance to know experts from leading digital marketing agencies and brands, and see how real campaigns are planned, run and measured.

Business owners
WHAT CLIENTS REALLY EXPECT

Live interactions with business owners on how they choose marketers, set budgets and judge results, so you learn to deliver what matters.

Film & TV industry
CONTENT CREATION & ITS IMPACT

Sessions with people from the film and TV industry on content creation, storytelling and the impact content has on audiences and brands.

YOUR MENTOR

Venkatramireddy Boddapati



Founder, BVR Alpha Community | Digital Marketing Mentor & Industry Expert

- 18 Years of Industry Experience across advertising, marketing, and entertainment.
- Former Programming Head, Raj TV Network (Vissa TV & Raj Musix Telugu).
- National Brand Experience, including Dettol customer experience surveys and online brand monitoring projects.

HOW TO JOIN

Three simple steps

STEP 1
Book your free 3 day classroom experience

STEP 2
Talk to a counsellor about fees, batch & mode

STEP 3
Enrol and start building your portfolio

Ready to start?

Call or WhatsApp us for current fees, scholarships, EMI options and the next batch date.

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Placement assistance is provided subject to available opportunities; employment is not guaranteed. The programme includes a guided, intensive learning schedule.

Learn. Practise. Execute. Build Your Future.