INDEX

A Note From The
Founder & CEO

When we started Digital Nest, our goal was simple, to build a business school that reflects the real world, not just the classroom. We saw a huge gap between what traditional B-Schools teach and what companies actually need.

So, we created the Digital Nest School of Business & Creativity , where learning is hands-on, mentors are working professionals, and outcomes are career driven.

Over the past decade, Digital Nest has trained over 6,000+ students, helped them launch careers in top companies, and watched many transform into successful Entrepreneurs, Digital Marketers, and Innovators. This legacy has shaped our vision for a business school where education meets execution.

Here, students don't just earn certificates, they build skills, portfolios, confidence, and networks. We blend industry exposure, digital expertise, and core business knowledge into one powerful experience.

Our purpose extends beyond student outcomes. We actively collaborate with partner agencies and startups to help businesses grow in the digital age, and we support aspiring entrepreneurs in building scalable ventures with the right mindset and resources.

At Digital Nest, we're not just building careers, we're building a community of thinkers, doers, and change-makers who are ready to shape the future of business.

Welcome to a Business School where education meets execution.

Warm Regards,
Sandeep Reddy Santhosham,
Founder & CEO, Digital Nest,
Leadership Award Winner by Economic Times

2025
ET EDUCATION LEADERSHIP
Leadership Award for excellence in Digital Marketing Education

ABOUT US

Digital Nest School of Business & Creativity is a Next-Gen School that blends academic excellence with real-world industry exposure. Founded with a vision to bridge the gap between traditional education and emerging business needs, we empower students with future ready skills in **Digital Marketing, Data Science, Design, and Management.**

With over **6,000+ Students Trained** across the globe and a network of **500+ Hiring Partners,** we're shaping the next generation of digital professionals. Our programs are designed by industry experts and delivered through immersive classroom, online, and hybrid formats.

At Digital Nest, students don't just learn, they **build, create, and lead.** From mentorship by industry leaders to **internships, live projects, and placement support,** we ensure every learner is career-ready.

Established in 2014, Digital Nest has been at the forefront of transforming traditional education into a dynamic, industry-ready learning ecosystem.

Over the years, we've built a strong reputation for **excellence, innovation, and results,** preparing students to meet the evolving demands of the digital economy.We are more than just an institute, we are a launchpad for careers, ideas, and innovation.

ALUMNI ACROSS THE GLOBE

Santhosh Raj
Akshara
Vineeth
Rinki Ahuja
Syed Mohiuddin
Shoaib Ahmed
Vijay Naidu
Vidushi Tayal
Varun Kumar

Suhas Kumar
Dhruv Doshi
Bhavana
Swathi Gupta
Deepanwita
Mounica Jakka
Rima Karan
Sanad Salim
Aarti Maji
Sachi Agarwal
Munasinghe
Renisha
Aashish

STRONG NUMBERS & COUNTING

6,000+
Trained Students

4.8★
Google Rating

5+
Technology Apps

2000+
Recruitments Completed

10+
Collaborations & Partnerships

IN NEWS

The hub of excellence for digital marketing

Digital Nest: where future digital marketers are made

డిజిటల్ ఉపాధి

నెట్‌లో నయా బిజినెస్ ట్రెండ్స్

Digital Nest
Digital Marketing Course

CBIT's School of Management Studies Joins Hands with Digital Nest to Boost Employability

ఈనాడు

dailyhunt

ABN ఆంధ్రజ్యోతి

Medium

livemint

Inc42

THE TIMES OF INDIA

TV9

AWARDS

2025 — Leadership Award For Excellence In Digital Marketing Education — ET EDUCATION LEADERSHIP

2024 — Education Excellence — THE TIMES OF INDIA

2022 — Institute with Best Placements — INDIA ICON AWARDS 2022

2018 — Times EDUCATION ICON OF HYDERABAD — THE TIMES OF INDIA

2017 — Times EDUCATION ICON OF HYDERABAD — THE TIMES OF INDIA

2016 — siliconindia — Best Edtech Startup

RECOGNITIONS & AFFILIATIONS

Skill India — कौशल भारत - कुशल भारत

MEDIA & ENTERTAINMENT SKILLS COUNCIL

#startupindia

MSME — MICRO, SMALL & MEDIUM ENTERPRISES — सूक्ष्म, लघु एवं मध्यम उद्यम — OUR STRENGTH = हमारी शक्ति — Ministry of MSME, Govt. of India

N·S·D·C — National Skill Development Corporation

IBM

JGI JAIN — DEEMED-TO-BE UNIVERSITY — CENTER FOR SKILLS

CERTIFIED ISO 9001:2015 COMPANY

G — Google for Education Partner

ADVISORY BOARD

Vishnu Murthy

Data Scientist, nVipani
Mtech, Industrial Management, IIT Madras

20 years of experience in the Information Technology industry having performed different roles like Software Programmer, Tester, Tech lead in the initial years and then as a Project Lead, Onsite Coordinator, Business Analyst and data scientist in subsequent years.

Mr. Ganesh Rayala

M.A, Journalism, Advertising, Communication,
Marketing IIM, Calcutta Ex-T-HUB DIRECTOR

Entrepreneur, leader, mentor, strategist and a man of vision. With over 15 years of experience,Ganesh's professional experience comes from diverse backgrounds like IT, Power, Infrastructure, Waste management Real estate, Telecom, Retail, and Startup incubation.

Dr. Harshita Kumar

Professor & Director
Atharva School of Business (ASB)

Dynamic Marketing Professional with 20 years of experience in Media and Education Management industry. A Postgraduate in Marketing, teaches Digital Marketing, Sales Management, Retail Management, and Marketing communication to Management aspirants.
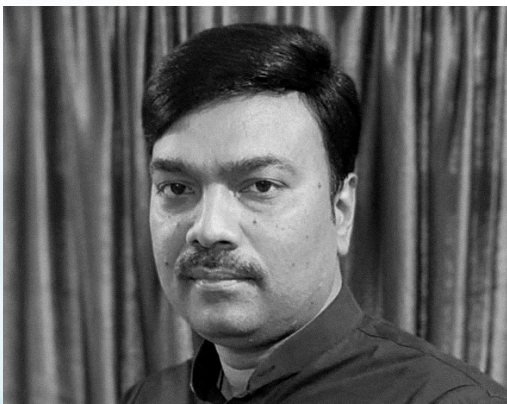
Dr. Kunal Gaurav

PhD (Business Administration), MBA (Gold Medalist),
UGC-NET, PGDTD, AMT, ADM, FISBM

An Expert Academician With 18+ Years of Experience in Management Teaching, Research & Publications, and Academic Administration.

WHY DIGITAL NEST ?

Beyond Traditional B-Schools
Our curriculum is designed and delivered by real time industry experts with hands-on experience, not just academic faculty.

Learning by Doing
Real time case studies, live projects, internships, and simulation based learning instead of boring textbook theory.

Holistic Campus Culture
While we follow all key academic principles, we also promote festivals, student clubs, cultural events, and inter-college competitions for overall personality development.

Industry-Relevant Curriculum
We teach what companies actually use—tools, platforms, and strategies that are shaping the business world today.

Affordable, Yet Premium
We offer world-class business education at a fraction of the cost of traditional MBA programs.

Strong Industry Network
Backed by a 11 year legacy in digital education with over 7,800 alumni placed in top companies.

100% Job Guarantee
We offer assured placements with dedicated placement support at affordable fees, making quality business education accessible.
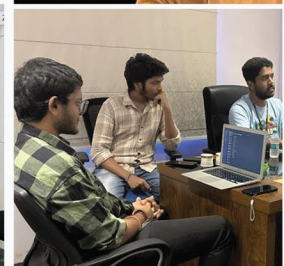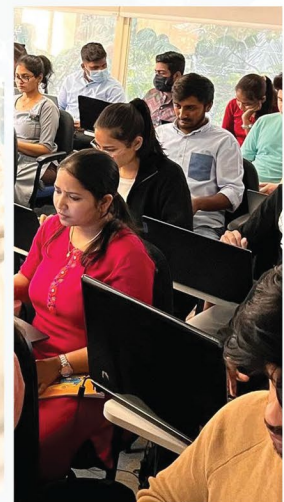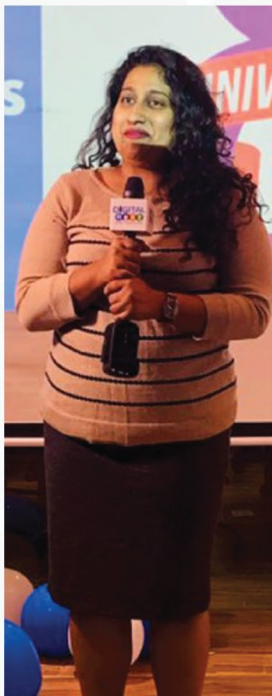
Prime Location Advantage
Located in the heart of HiTech City, Hyderabad, India's fastest growing IT and business hub, giving students direct access to top companies.

Guest Lectures & Workshops
Regular sessions with CXOs, founders, and top level managers to stay updated with industry trends.

INDUSTRY MENTORS

Kapil Raj Saxena
Regional Sales Head

98.3 FM RADIO MIRCHI

Swathi Gujal
Internal Communications Consultant

Capgemini

Om Nagendra
Communication Manager

Heritage
HEALTH AND HAPPINESS

Rakesh M
CEO - Whistle Drive

Whistle Drive
Think. Whistle. Move.

Chaitanya
Branding Manager

PIONEER ELABS

Ashutosh
Vice President Digital Marketing

HiveMinds
A Unit of MADISON WORLD

Rekha Oswal
Sr.Vice President

TEMPEST

Rajath Kumar Rath
Regional Sales Head

lifestyle
YOUR STYLE. YOUR STORE.

Harry Lumen
Head and Brand Communication

Centuary
MATTRESSES

OUR PROGRAM VS TRADITIONAL B-SCHOOL PROGRAMS

Parameter	Digital Nest Program	Traditional B-School Program
PLACEMENT	100% Placement Assurance	Only Assistance will be Given
REALTIME TRAINING	80% Real time, 20% Academics	20% Real time, 80% Academics
SESSIONS	Live Simulation Sessions	No Live Simulation Sessions
CORPORATE TRAINING	YES	NO
FACULTY	Taught By CEO'S, CTO'S, CMO'S	Taught By Only Professors
CURRICULUM	Curriculum according to Industry	Curriculum designed by academicians
TEACHING METHODOLOGY	Working on real time projects	Content is taught through only books
ENTREPRENEURSHIP	Entrepreneurship Development	No Entrepreneurship Development
LEARNING	Activity Oriented Training	Recite and Memory Based Learning

LEARNER JOURNEY AT DIGITAL NEST

START

1 Onboarding
- Joining Form
- Whatsapp, Linkedin & Instagram Groups
- LMS & Job Portal App

2 Induction

4 Days Orientation Sessions

5 During the Course
- Material
- Assessment
- Real Time Project
- Agency Visits
- Assignments
- Attendance
- Feedback
- Alumni Takeovers

4 PROGRAM START

3 Ice Breaking Sessions

Group Activities, Presentations, SWOT Analysis

Guest Lectures

Doubt Clarification Sessions

6 Course Completion

Final Assessment

Freelance/Business

Job Seeker

Appear for Interviews

Final Certification

7 Graduation Day

9 Business Owner/ Freelancing
- Blueprint Strategies
- Setting Up Agency
- Freelance Opportunities
- Reporting

8 Placement Prep
- Mock Interviews
- Resume Building
- Portfolio Building
- Interview Deck

- Newsletters
- Events
- DN Klub
- Workshops
- Networking

10

Alumni

SCHOOL OF BUSINESS

PROGRAMS

- **Digital Marketing Bootcamp -** 2 Months

- **Certified Digital Marketing Professional Program (CDP) -** 5 Months

- **Post Graduate Program in Digital Marketing (MBA Equivalent) (PGP) -** 1 Year

- **Certified Agentic And Generative Ai Professional Program (CAP) –** 2 Months

Bootcamp in
Digital Marketing Program

📅 2 Months | 🎖 4 Certifications

About The Program :

A foundational digital marketing program tailored for busy individuals who want to upskill quickly. Perfect for students, entrepreneurs, content creators, and branding professionals, this course offers practical skills in a simplified format.

Who can Learn ?

- Business Owners, Branding Managers, Content & Copywriters
- Students pursuing studies and looking to gain a practical edge
- Creative Designers and freelancers

What You Will Learn

- Canva Design Basics
- Website Building with WordPress
- Search Engine Optimization
- Google Ads, Meta Ads
- Google Analytics
- Social Media, Email Marketing

Program Outcomes

- Hands-on experience with campaign building
- Certification of Completion
- Ready to freelance, consult, or apply digital skills in any business
- Internship support for eligible candidates

Key Highlights

- Flexible, fast-paced format
- Ideal for upskilling without a full-time commitment
- Includes foundational certifications
- 100% Internship Support

PROGRAM DETAILS

Must Have Skills to Get into Digital Marketing Industry for Entry Level Digital Marketeers

📅 2 Months | 🎖 4 Certifications

📶 Online | 🖥 Classroom | 📖 E - Learning

💬 MODULES	NO.OF SESSIONS
Introduction to Digital Marketing	01
Graphic Designing using Canva	04
Website & Blog Designing	06
SEO	08
Google Analytics	01
Local SEO	01
Google Ads	09
Meta Ads	06
Social Media Marketing	07
Email Marketing	01
Basics Of Gen AI	02
Resume Building	02
Overall Duration	**48 Sessions**

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Assistance to get 3 Google Certifications

Placements : 100% Assistance

Internship : 100% Assurance

PROGRAM FEE : Rs. 30,000/-
Examination Fee : Rs.1,800/-

University Certification Fee :
Skill Diploma In Digital Marketing - Rs.20,000/- (Extra)

Certified Digital Marketing Professional Program (CDP) With GEN-AI

📅 5 Months | 🕐 150Hrs | 🎖 11 Certifications
📢 80 Tools | 📋 20 Projects

About The Program :

A job-focused digital marketing program covering all key modules, tools, and career readiness elements. Ideal for job seekers, freshers, and aspiring freelancers.

Who can Learn ?

- Students and graduates looking to enter the job market
- Career changers
- Freelancers wanting a professional edge
- Business owners needing end-to-end marketing knowledge

What You Will Learn

- SEO, AEO, GEO, AIEO (Beginner to Advanced)
- Graphic Designing & Website Designing
- Google Ads & Meta Ads
- YouTube & Video Marketing
- Google Analytics
- Email & Social Media Marketing
- Basics of Generative AI

Program Outcomes

- Ready for jobs in digital marketing, media, content, and performance
- Build a strong portfolio and attend mock interviews
- 100% Placement Assurance + 100% Internship Support
- Certified in Google Ads, Analytics, SEMrush, HubSpot, Hootsuite, Bing Ads

Key Highlights

- Resume Building + Soft Skills + LinkedIn Training
- Project reviews by industry experts
- One-on-one mentorship
- Global certifications included
- Career coaching and lifetime alumni support

PROGRAM DETAILS

Must Have Skills to Get Into Digital Marketing Industry For Mid Level Digital Marketeers

📅 5 Months | 🕐 150Hrs | 🎖 11 Certifications | 📊 80 Tools | 📋 20 Projects

📖 25 Case studies | 📶 Online | 🖥 Classroom | 💻 E - Learning

📋 MODULES	NO.OF SESSIONS
Introduction to Digital Marketing	04
Graphic Designing using Canva	10
Website & Blog Designing	16
Facebook Marketing	02
Instagram Marketing	08
Twitter (X) Marketing	01
LinkedIn Marketing	04
Youtube Marketing	04
Performance Marketing 1- Google Ads	22
Performance Marketing 1- Meta Ads	10
SEO, Local SEO, AEO, GEO	19
Google Analytics	03
Email Marketing	03
Affiliate Marketing	02
Generative AI	03
Resume Building and Interview Prep	15
Final Project	04
Overall Duration	**130 Sessions**

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Assistance to get 6 Google Certifications (Search, Display,Video,Shopping, Mobile, Analytics)
- Hubspot Certification(Social Media)
- SEMRUSH Certification (SEO)

Placements : 100% Assurance

Internship : 100% Assurance

PROGRAM FEE : Rs. 75,000/-
Examination Fee : Rs.1,800/-

Scholarships :
Upto : Rs.15,000/- (Based on DNAT Score)

University Certification Fee :
Post Graduate Program in PGP-DM - Rs.50,000/- (Extra)
Skill Diploma In Digital Marketing - Rs.20,000/- (Extra)

Post Graduate Program
In Digital Marketing AGENTIC & GEN-AI (PGPDM)

📅 1 Year | 🕐 300Hrs | 🏅 21 Certifications
📢 180 Tools | 📋 45 Projects

About The Program :

The most comprehensive digital marketing program designed for professionals, MBA aspirants, and those looking to build or scale a digital agency or startup.

Who can Learn ?

- Students Pursuing Graduation
- MBA aspirants & students who have completed graduation
- Senior marketing professionals
- Freelancers and agency owners
- Entrepreneurs launching digital businesses

What You Will Learn

- Advanced SEO, Google & Meta Ads
- Omnichannel Marketing (Email, WhatsApp, SMS, Push)
- Google Analytics, GTM, and CRO
- Graphic Designing, Website Designing, Social Media Marketing
- Ecommerce Marketing (Amazon, Shopify)
- Agentic & Generative AI, Funnel Design, ABM
- Client Management, Reporting, Strategy Building

Program Outcomes

- Gain 360° mastery in digital marketing: from foundational to strategic levels
- Become eligible for mid-to-senior roles like Digital Strategist, Performance Marketing Lead, Brand Manager, or Growth Marketer
- Build a professional-grade portfolio including real-world campaigns, analytics dashboards, and funnel blueprints
- Launch your own digital agency, product, or personal brand with business-ready skills
- Get certified by global platforms: Google Ads, Google Analytics (GA4), SEMrush, HubSpot, Hootsuite, Bing Ads
- Receive 100% Placement & Internship Assurance with job interview preparation
- Create, run, and present capstone projects evaluated by industry experts
- Gain a Digital Nest Post Graduate Diploma recognized in the job market
- Develop confidence in client pitching, team management, and decision making

Key Highlights

- Soft Skills + Team & Leadership Training
- Monthly project reviews and capstone presentations
- Guest sessions by CMOs, Growth Heads, and Brand Strategists
- Guaranteed internship with real brands
- Lifetime Alumni Access + Digital Nest Certification

PROGRAM DETAILS

Become a Digital Marketing Manager or a Consultant
Setup Strategy, Analyze Results and Lead the Team

📅 1 Year | 🕐 300Hrs | 🏅 21 Certifications | 📢 180Tools | 📋 45 Projects

📖 80 Case studies | 📶 Online | 🏫 Classroom | 💻 E - Learning

📋 MODULES	NO.OF SESSIONS
Trimester – 1	**60 Sessions**
Marketing Transformation	
Traditional to Digital	
Visual Communication using Graphics and Videos	
Advanced Web Design: Design, Usability, and Performance	
Mastering the Art of Social Media Marketing	
Trimester – 2	**60 Sessions**
Performance Marketing	
B2B Marketing - ABM Marketing	
Gen Z Marketing	
E-Commerce Marketing	
Marketing Automations	
Influencer and Affiliate marketing	
Trimester – 3	**60 Sessions**
Search Engine Optimization	
Account Management	
Conversion Rate Optimization	
Agentic & Generative AI,	
Data Analytics for Business	
Digital Entrepreneurship	
Reporting & Budgeting	
Building Own Portfolio	
Softskill Program	
Final Project	**90 Days**
Elective -1	
SEO & Content Marketing (Organic Growth)	
Elective -2	
Performance Marketing	
Overall Duration	**270 Sessions**

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Post Graduate Certification From JainX (Jain University)
- Skill Diploma From JainX (Jain University)
- Assistance to get 6 Google Certifications (Search, Display,Video,Shopping, Mobile, Analytics)
- Hootsuit Certification(Social Media)
- Hubspot Certification(Social Media)
- SEMRUSH Certification (SEO)

Placements : 100% Assurance

Internship : 100% Assurance

PROGRAM FEE : Rs. 2,30,000/-
Examination Fee : Rs.1,800/-

Scholarships :
Upto : Rs.50,000/- (Based on DNAT Score)

University Certification Fee :
Post Graduate Program in PGP-DM - FREE

Certified Agentic And Generative AI Professional Program (CAP) ADD-ON

📅 2 Months | 🕐 60 Hrs | 🎖 2 Certifications

🛠 10+ AI Tools | 📑 5 Projects

About The Program :

This certification program is designed to help non coders and professionals build real world capabilities using the most powerful AI tools available today. this program will empower you to build AI-powered workflows, content systems, automation agents, and custom GPTs without writing a single line of code.

Who can Learn ?

- Marketing & Sales Professionals
- HR Managers & Recruiters
- Students & Recent Graduates
- Freelancers & Content Creators
- Educators & Coaches
- Entrepreneurs & Business Owners
- Anyone curious about AI with no prior coding background

Key Highlights

- No Coding Required: Learn to build AI workflows, bots, and assistants without writing a line of code
- Hands on with Top Tools: ChatGPT, Gemini, Claude, Canva AI, Voiceflow, Zapier, Notion AI, RunwayML, LangChain (visual)
- Create Your Own AI Agents: Use tools like OpenAI Assistants and LangChain to build agents that plan, decide, and act
- Build & Share Your Own GPT: Create branded GPTs using ChatGPT Pro like "AI Career Advisor" or "Resume Helper"
- Capstone Project & Certification: Complete an end-to-end AI use case and showcase it on Demo Day
- Live, Instructor Led Sessions : Delivered in a practical, interactive format with real time demos and assignments
- Use Cases Across Domains: Learn how AI is used in marketing, education, HR, analytics, and personal productivity

Program Outcomes

- By the end of this 20-day certification program, you will be able to:
- Build and deploy AI-Powered content workflows for blogs, reels, captions, ads
- Create no-code automation bots using Zapier, Voiceflow, and Make.com
- Analyze spreadsheets and dashboards using AI insights & visual tools
- Design and publish Custom GPTs tailored to your business or industry
- Understand and apply RAG (Retrieval-Augmented Generation) for document based agents
- Develop your own AI career or productivity assistant with real world application
- Build a portfolio-ready Capstone Project and receive an industry validated Certificate

PROGRAM DETAILS

A Practical No-Code AI Program Tailored for Professionals looking to Upskill
Master AI Tools, Automation, and Real-World Use Cases

📅 2 Months | 🕐 60Hrs | 🎖 2 Certifications | 🛠 10+ Ai tools | 📑 5 Projects

📖 20 Case studies | 📶 Online | 🖥 Classroom | 🖥 E - Learning

MODULES	NO.OF SESSIONS
Foundations of Generative AI	**10**
Introduction to Generative AI & LLMs	
Prompt Engineering Basics	
Generative AI Tools Landscape	
Content Creation Workflows	
Ethics, Bias, Responsible AI	
No-Code Agentic AI & Automation	**15**
Introduction to Agentic AI	
Agent Workflows for Business	
OpenAI Playground & Assistants API	
Automation with Zapier & Make.com	
Voice Assistants & Multimodal AI	
Use Cases Across Domains	**15**
AI for Marketing & Content Strategy	
Customer Support & HR	
AI for Educators & Trainers	
AI in Business Analytics	
Build Your Own GPT	
Advanced Concepts & Final Project	**10**
Intro to RAG & Vector Stores	
Visual Workflows with LangChain	
AI Personal Assistant Project	
Project Lab & Peer Review	
Final Presentations + Certification	
Project Work	
Overall Duration	**60 Sessions**

PROGRAM FEE : Rs. 45,000/-

Examination Fee   Rs.1,800/-

Certifications :

- Certificate in Generative-AI by Digital Nest
- Certificate in Agentic-AI by Digital Nest

CAPSTONE PROJECTS

Market Research for Sugar Cosmetics

Conduct comprehensive market research for Sugar Cosmetics, a popular Indian makeup brand and assess market trends to inform strategic decision-making for Sugar's future growth.

Blinkit Video Ad Creatives

Create a visually engaging video Ad showcasing Blinkit's speedy delivery service. Use transitions, time-lapses, and upbeat music to highlight the convenience and efficiency of their app.

Replicating RazorPay Website

Design and develop a replica of the Razorpay Home Page, incorporating maximum possible features and a user-friendly experience.

Nykaa Inspired E-com Website

Design and develop a user-friendly, visually appealing e-commerce website similar to Nykaa. This includes product listings, & payment gateways

SEO Optimization for PolicyBazaar

Develop and implement an SEO strategy to increase organic website traffic and improve brand visibility for Policy Bazaar's target audience

Google Ad for Acko

Increase qualified leads and brand awareness for Acko Car Insurance through strategically targeted Google Ads campaigns.

Swiggy Facebook Ad Campaign

Driving new and existing customers to order food delivery through the Swiggy platform using Facebook advertising

+80 More Projects

CASE STUDIES

Zomato Case Study
Learn how Zomato used push notifications in drip marketing to create interest among its customers

ICICI Case Study
Learn how ICICI Bank used LinkedIn Ads to promote its various financial products and services.

Decathlon Case Study
Learn how Decathlon used Google shopping ads to increase its online sales

Lenskart Case Study
How Lenskart introduced virtual try-ons to mitigate uncertainty in eyewear purchases.

Myntra Case Study
How Myntra addressed complex navigation by simplifying search, enhancing user experience.

IKEA Case Study
Visual Stunning Images Creation for IKEA

1% Club Case Study
1% Club mastery. How this guy used Social media to attract, engage and convert the audience to become a part of India's youngest Finance Club

Sitara Foods Case Study
Understanding Sitara Foods Google Ads Strategy and L'oreal Thailand's Facebook Advertising Techniques

+40 More Case Studies

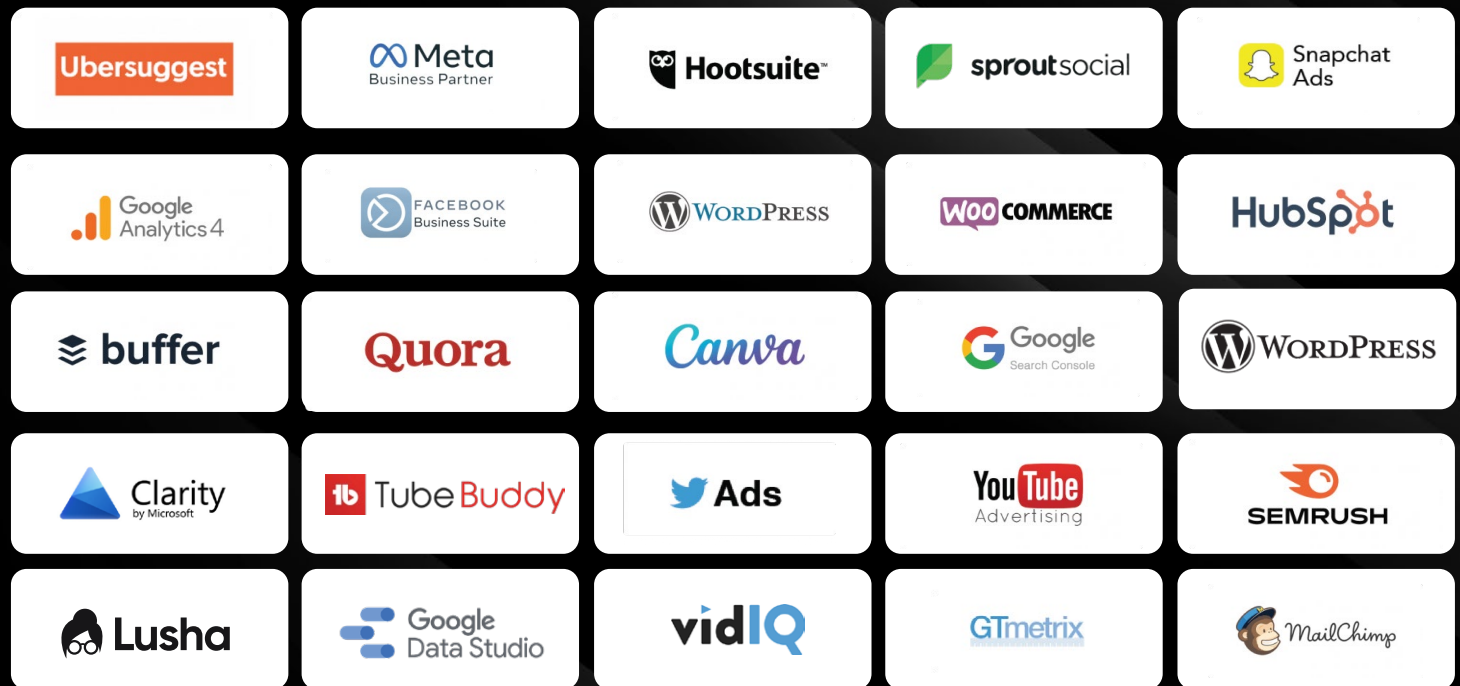# BONUS

GET **COMPLIMENTARY**
WEBSITE PLUGINS WORTH UPTO

Rs.2,00,000/-

FOR PGP PROGRAM
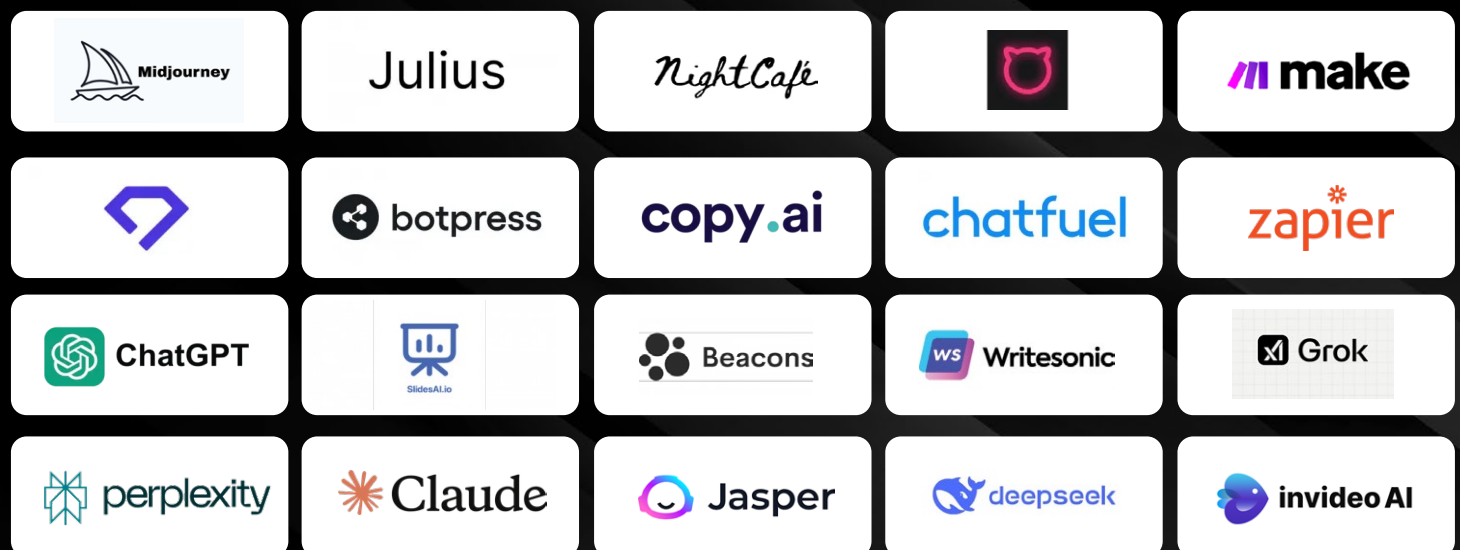
Rs.65,000/-

FOR CDP PROGRAM

MASTER 100+ POWERFUL
DIGITAL MARKETING TOOLS

Ubersuggest	∞ Meta Business Partner	Hootsuite	sproutsocial	Snapchat Ads
Google Analytics 4	FACEBOOK Business Suite	WORDPRESS	WOO COMMERCE	HubSpot
buffer	Quora	Canva	G Google Search Console	WORDPRESS
Clarity by Microsoft	TubeBuddy	Ads	YouTube Advertising	SEMRUSH
Lusha	Google Data Studio	vidIQ	GTmetrix	MailChimp

& MANY MORE

GENERATIVE AI TOOLS

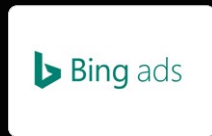|				
Midjourney	Julius	NightCafé		make
	botpress	copy.ai	chatfuel	zapier
ChatGPT	SlidesAI.io	Beacons	WS Writesonic	Grok
perplexity	Claude	Jasper	deepseek	invideo AI

& MANY MORE

GET GLOBAL CERTIFICATIONS

OUR PROGRAMS

BOOTCAMP

Bootcamp in Digital Marketing Program

Must Have Skills to Get into Digital Marketing Industry for Entry Level Digital Marketeers

📅 2 Months | 👤 4 Certifications

📶 Online | 🖥 Classroom | 💻 E - Learning

📋 MODULES	NO.OF SESSIONS
Introduction to Digital Marketing	01
Graphic Designing using Canva	04
Website & Blog Designing	06
SEO	08
Google Analytics	01
Local SEO	01
Google Ads	08
Meta Ads	06
Social Media Marketing	07
Email Marketing	01
Basics Of Gen AI	02
Resume Building	02
Overall Duration	**48 Sessions**

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Assistance to get 3 Google Certifications

Placements : 100% Assistance

Internship : 100% Assurance

PROGRAM FEE : Rs. 30,000/-
Examination Fee : Rs.1,800/-

University Certification Fee :
Skill Diploma In Digital Marketing - Rs.20,000/- (Extra)

CDP

Full Stack Certified Digital Marketing Professional (CDP) With GEN-AI

Must Have Skills to Get Into Digital Marketing Industry For Mid Level Digital Marketeers

📅 5 Months | ⏱ 150Hrs | 👤 11 Certifications | 🔧 80 Tools | 📁 20 Projects

📋 25 Case studies | 📶 Online | 🖥 Classroom | 💻 E - Learning

📋 MODULES	NO.OF SESSIONS
Introduction to Digital Marketing	04
Graphic Designing using Canva	10
Website & Blog Designing	16
Facebook Marketing	02
Instagram Marketing	08
Twitter (X) Marketing	01
LinkedIn Marketing	04
Youtube Marketing	04
Performance Marketing 1- Google Ads	22
Performance Marketing 1- Meta Ads	10
SEO, Local SEO, AEO, GEO	19
Google Analytics	03
Email Marketing	03
Affiliate Marketing	02
Generative AI	03
Resume Building and Interview Prep	15
Final Project	04
Overall Duration	**130 Sessions**

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Assistance to get 6 Google Certifications (Search, Display,Video,Shopping, Mobile, Analytics)
- Hubspot Certification(Social Media)
- SEMRUSH Certification (SEO)

Placements : 100% Assurance

Internship : 100% Assurance

PROGRAM FEE : Rs. 75,000/-
Examination Fee : Rs.1,800/-

Scholarships :
Upto : Rs.15,000/- (Based on DNAT Score)

University Certification Fee :
Post Graduate Program in PGP-DM - Rs.50,000/- (Extra)
Skill Diploma In Digital Marketing - Rs.20,000/- (Extra)

PGPDM

Post Graduate Program in Digital Marketing & AGENTIC & GEN-AI (PGPDM)

Become a Digital Marketing Manager or a Consultant Setup Strategy, Analyze Results and Lead the Team

📅 1 Year | ⏱ 300Hrs | 👤 21 Certifications | 🔧 180Tools | 📁 45 Projects

📋 80 Case studies | 📶 Online | 🖥 Classroom | 💻 E - Learning

📋 MODULES	NO.OF SESSIONS
Trimester – 1	**60 Sessions**
Marketing Transformation	
Traditional to Digital	
Visual Communication using Graphics and Videos	
Advanced Web Design: Design, Usability, and Performance	
Mastering the Art of Social Media Marketing	
Trimester – 2	**60 Sessions**
Performance Marketing	
B2B Marketing - ABM Marketing	
Gen Z Marketing	
E-Commerce Marketing	
Marketing Automations	
Influencer and Affiliate marketing	
Trimester – 3	**60 Sessions**
Search Engine Optimization	
Account Management	
Conversion Rate Optimization	
Agentic & Generative AI	
Data Analytics for Business	
Digital Entrepreneurship	
Reporting & Budgeting	
Building Own Portfolio	
Softskill Program	
Final Project	**90 Days**
Elective -1	
SEO & Content Marketing (Organic Growth)	
Elective -2	
Performance Marketing	
Overall Duration	**270 Sessions**

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Post Graduate Certification From JainX (Jain University)
- Skill Diploma From JainX (Jain University)
- Assistance to get 6 Google Certifications (Search, Display,Video,Shopping, Mobile, Analytics)
- Hubspot Certification(Social Media)
- SEMRUSH Certification (SEO)
- Hootsuit Certification(Social Media)

Placements : 100% Assurance

Internship : 100% Assurance

PROGRAM FEE : Rs. 2,30,000/-
Examination Fee : Rs.1,800/-

Scholarships :
Upto : Rs.50,000/- (Based on DNAT Score)

University Certification Fee :
Post Graduate Program in PGP-DM - FREE

CAP   ADD-ON

Certified Agentic & Generative Ai Professional Program (CAP)

A Practical No-Code AI Program Tailored for Professionals looking to Upskill Master AI Tools, Automation, and Real-World Use Cases

📅 2 Months | ⏱ 60Hrs | 👤 Certifications | 🔧 10+ Ai tools | 📁 5 Projects

📋 20 Case studies | 📶 Online | 🖥 Classroom | 💻 E - Learning

📋 MODULES	NO.OF SESSIONS
Foundations of Generative AI	**10**
Introduction to Generative AI & LLMs	
Prompt Engineering Basics	
Generative AI Tools Landscape	
Content Creation Workflows	
Ethics, Bias, Responsible AI	
No-Code Agentic AI & Automation	**15**
Introduction to Agentic AI	
Agent Workflows for Business	
OpenAI Playground & Assistants API	
Automation with Zapier & Make.com	
Voice Assistants & Multimodal AI	
Use Cases Across Domains	**15**
AI for Marketing & Content Strategy	
Customer Support & HR	
AI for Educators & Trainers	
AI in Business Analytics	
Build Your Own GPT	
Advanced Concepts & Final Project	**10**
Intro to RAG & Vector Stores	
Visual Workflows with LangChain	
AI Personal Assistant Project	
Project Lab & Peer Review	
Final Presentations + Certification	
Project Work	
Overall Duration	**60 Sessions**

PROGRAM FEE : Rs. 45,000/-
Examination Fee : Rs.1,800/-

Certifications :

- Certificate in Generative-AI by Digital Nest
- Certificate in Agentic-AI by Digital Nest

Next-Gen Programs Designed by Real Time Professionals

Master SEO, Web Design, Performance Marketing, Social Media, E-Mail, AI & Many More
With Programs Built by top Digital Marketing Minds.

COMPARISON CHART

PROGRAM PARAMETERS	Bootcamp	CDP	PGP-DM
Duration	2 Months	5 Months	12 Months
Placements	100% Assistance	**100% Assurance**	**100% Assurance**
Internship	**100% Assurance**	**100% Assurance**	**100% Assurance**
Projects	❌	✅	✅
Average Strength	15-25 Students	15-25 Students	15-25 Students
Average Package	1.8LPA - 3LPA	3LPA - 5LPA	4LPA - 12LPA
Portfolio Building	❌	✅	✅
Agentic AI	❌	❌	Intermediate level
Generative AI	Basic	Basic	Indepth
Marketing Automation	❌	❌	✅
Digital Entrepreneurship	❌	❌	✅
Ecommerce Marketing	Basic	Basic	Indepth
ABM	❌	❌	✅
Google Tag Manager	❌	❌	✅
Grading system	✅	✅	✅
Soft skills Training	2 Sessions	2 Weeks	4 Weeks
Guest Lectures	❌	❌	✅
Project Duration	❌	10 Days	90 Days
DN Klub Card Membership	Silver	Silver	Gold
HODN Community Access	✅	✅	✅
BODN Community Access	Only for Business Owners	Only for Business Owners	Only for Business Owners
Freelance & Agency Setup	❌	❌	✅
Student Clubs (Placements, Cultural, Sports, Alumni) Etc.	❌	Volunteer Opportunity	President, Vice President
Scholarships	❌	Upto : Rs. 15,000/-	Upto : Rs.50,000/-
Resume Building	✅	✅	✅
PGP Certifications	❌	❌	✅
Access to Trainer for doubts	✅	✅	✅
LMS Access	✅	✅	✅
Bonus Tools	❌	65K for Free	2 Lakhs for Free

WHAT MAKES US UNIQUE

Our Courses are taught by real time industry experts Using latest teaching tools and techniques. Our LMS dedicated support manager are key important aspects that make learning easy and simple

TECHNOLOGY PLATFORMS
• LMS App for learning & community building
• Digital Mob App for applying internships & jobs
• Access to content across any devices

CONTENT
• Industry relevant content
• Content curated by subject matter experts
• Activity oriented training with case studies & projects
• Focus on soft skills, tech skills & core skills

LEARNER SUCCESS MANAGEMENT
• Dedicated mentors for doubt clarifications
• Dedicated relationship manager for onboarding, feedback, grievance handling
• Dedicated exam controller for evaluation of student Performance

RESULTS DRIVEN APPROACH
• Continuous assessment throughout the course
• Feedback and special sessions to help students achieve their goals
• Dedicated Mentor to evaluate the progress of the Students

FACULTY
• Guest Lectures from Industries
• Eminent advisory board from top educational & government organizations
• Top notch faculty with real time experience

INDUSTRY & ACADEMIC
• Collaboration with Jain University for PG Certification
• Develop industry relevant programs
• Collaborated with 100+ placement partners & 10+ internship partners

PLACEMENTS
• Dedicated placement manager for helping students for internships & placements
• Career development programs to help students be job ready
• Conducting resume building, soft skill training, mock interviews

COMMUNITY BUILDING
• 6500+ alumni and counting alumni from diverse backgrounds includes Business owners, Working professionals Hosting events, special workshops, news letters
• Community page on Instagram & LinkedIn

KEY PLACEMENT HIGHLIGHTS

100% Placement Assistance
Personalized support until you land your dream job.

Job Guarantee Programs
Our flagship PGP,CDP & OJT offers 100% job guarantee for eligible candidates.

Top Recruiters Onboard
Partnered with 500+ companies across digital, IT, marketing, and media sectors.

Mock Interviews & Resume Building
Simulated interview rounds and expert resume reviews by hiring professionals.

Regular Placement Drives
On-campus and virtual drives with startups, MNCs, and hiring partners.

Alumni Working at Top Brands
Leverage alumni referrals in Google, Amazon, TCS, Cognizant, & many more.

Internships that Convert to PPOs
Hands on experience through internships that often lead to full-time roles.

PERFORMANCE DRIVEN PLACEMENTS

GRADE RANGE	TENTATIVE PACKAGE
90% & Above	5-10 LPA
75 - 85%	4-5 LPA
65 And Above	3-4 LPA
<65%	1.8-2.4 LPA

Applicable to only CDP, CMP, CGP, OJT & PGP Programs
Candidate must possess exceptional communication skills

Assessment Methodology (Every Module)

- MCQ+ DESCRIPTIVE TEST
- ASSIGNMENTS
- PROBLEM SOLVING TEST
- SOFT SKILLS
- PROJECTS

PLACEMENT HIGHLIGHTS

500+
Recruiters

4500+
Placed Students

4.5L
Average Package

12L
Highest Package

100%
Placement Record

3 Months
Mandatory Internship

INTERNSHIP PARTNERS

genYmedium

mediamint

hocomoco™

8 VIEWS

brand'e
HIGH ON IDEAS

tempest

gRank
Your Growth Our Commitment

WORK DIGITALLY

STUDENTS TURNED BUSINESS OWNERS

K Saiteja
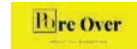Founder -10 ODM

Ravi
CEO & Founder - Digitali Ai

Abhishek Ekbote
Founder - Aqua Digital

Ganesh J
Co Founder -
IDES Labs Pvt.Ltd

Khadija Fatima
Founder-Poreover

Satyendra Gupta
Founder Printasia

Nisha Agarwal
CEO-Work Digitally

Atul Shah
Founder - Advertere

Ritesh Bhagat
Founder
Adept Academy

Sagar Kasat
Founder Kasa Events

Umesh Ravani
Founder - Navrang

Sravan I
CEO & Founder - ASN TECH

Muhammad Faruk
Founder - Under
Ground Marketer

Premanth PKC
Founder - PKC Laundries

Natasha Kalwani
Founder - Natasha Couture

Kranthi
ODC Wallet - Founder

SatruJit Mesra
Digital Sashtri-CEO

Nidhi Pandey
CEO-Digital Voila

ALUMNI WORKING AT

Unnati K
Senior Account Manager
8VIEWS

Shilpa Patel
Digital Marketing Specialist
ORACLE

Hari Bhaskar
Digital Marketing Executive

Abhijith
Digital Marketing Trainee
genYmedium

Pravalika Raju
Digital Marketing Analyst
MEDICOVER HOSPITALS

Laxmi Manasa
Process Associate
Google

V Rukmini
Account Manager
98.3 FM RADIO MIRCHI

Shiva krishna
Sr.SEO Analyst
DELL

Haseeb Shan
SEO Executive
deepredink

Rishabh Mehdiratta
Asst. Manager Sales & Marketing
ITC Limited

Swaroop Reddy
Analyst
accenture

Akshara G
SEO Consultant - Canada
VAN PATTER GROUP

Ritika Chhabria
Account Manager
GeeksChip

Nishta Agarwal
Digital Marketing Partner
Rank

Solanki Dey
Social Media Manager
Live Creative
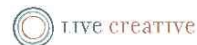
Vimal Andrew
Social Media Analyst
Ogilvy & Mather

Rohini Purnima
Analyst
McKinsey & Company

Niythi Rao
Content & Product Manager
Smart Karrot

Sruthi Alexander
Marketing Manager
Flipkart

Harpreet Singh
Analyst
Google

Rahul Kallikuri
Manager
mediamint

ALUMNI WORKING AT

V Rukmini
Account Manager
98.3 FM RADIO MIRCHI

Raziuddin Syed
Marketing & Sales Manager
knowlarity

Priyanka Warake
Global Inside Deputy Manager
PEPSICO

Ishita Singh
Manager
Institutional Sales
TATA CLiQ

Vinay Reddy
Digital marketing Analyst
accenture

Staba Satapathy
Fraud Analyst

Suryam N
Digital Marketing
Analyst
Rank

Narendra K
Analyst
IBM

Ranjith H
Web Developer
ORACLE

Divya Reddy
Subject Matter Expert
Google

Aashish Maccha
Digital Marketing Executive
PSA ROCKWELL

Revathi
Digital Marketing Associate
Mantra Technologies

Parthasaridhi
Digital Marketing Manager
ivy

Santhosh Raju
Vice-President Marketing
FACT Since 1998

Mounika
Digital Marketing Associate
Mantra Technologies
GeoAdsMedia

Mohith
Solutions Consultant
Google

Diptimayee Sahoo
Digital Media Strategist
M

Nidhi Agarwal
Learning Analyst
Deloitte.

Divya Teja
Business Analyst
YUPPTV

Rakesh Jonnala
Process Associate
Google

Danial Sandeep
Branding Strategist
EYECATCH

31

OUR TRAINEES HAIL FROM

accenture — High performance. Delivered. | Tech Mahindra | Google | amazon.in | LARSEN & TOUBRO | AXIS BANK

ADP | BOSE — Better sound through research. | ADITYA BIRLA GROUP | TATA | DELL | Cognizant

dun & bradstreet | Mphasis — The Next Applied | FRANKLIN TEMPLETON INVESTMENTS | CREDIT SUISSE | IBM | HSBC 滙豐

GENPACT | gsk GlaxoSmithKline | Infosys | KMC | Lenspick.com | OLA

ICICI Bank | ING VYSYA BANK | Deloitte. | MAQ Software | mediamint | ORACLE

Liberty Videocon General Insurance | THOMSON REUTERS | POLARIS — live your dream | Prodigy TECHNOVATIONS | EY Building a better working world | torrent PHARMA

HCL | Virtusa — Accelerating Business Outcomes | Wipro | vsoft — ingenuity at work | vodafone | Bank of America

ESSEN | CYIENT | SYNTEL — Consider IT Done | TOSHIBA — Leading Innovation | Uber | SWIGGY

STATE OF THE ART INFRASTRUCTURE

BEYOND ACADEMICS AT DIGITAL NEST

Where learning meets experience, leadership, and community.

Student Voice & Expression

Alumni Takeovers - Learn from those who walked your path. Alumni share their journeys via social media takeovers and live sessions.

Open Mic - A stage for poetry, comedy, music, and ideas because expression matters.

E-Talks - Entrepreneurial stories that spark ideas and ambition.

Fireside Chats - Casual, insightful convos with leaders and changemakers.

Podcasts - Tune in to industry insiders and student-led interviews.

Clubs & Committees

E-Cell - Entrepreneurship Club to Ignite ideas, build ventures.

ARS - Alumni Relations & Sponsorships Connect, network, and grow.

CNS - Cultural & Sports Committee For the artist, athlete, and organizer in you.

PNC - Placements & Corporate Relations Bridge to industry opportunities.

MNB - Marketing & Branding Club Create, promote, influence.

Industry & Insight

Guest Lectures - Experts from top firms share cutting- edge knowledge.

Agency Visits - Walk into the real world of marketing, media, and design.

Industry Connect - Networking events, recruiter sessions, & knowledge exchanges.

Campus Magazine & Newsletters - Stay in the loop with curated content from our editorial team.

Key Programs & Events

Aarambh - Our orientation extravaganza. The perfect start to your journey.

Digital Influencer Awards (DiA – 2025) Celebrating impactful digital voices.

Tvara - Our flagship annual fest, where culture meets celebration.

LIFE AT DIGITAL NEST

DN KLUB CARD (LOYALTY CARD)

The Digital Nest Klub Card is an **Exclusive Loyalty Card** given to Students of Digital Nest School of Business. With this card, students can get **Special Discounts,** exclusive offers, and event perks at various partner brands and service providers across the City.

For Students

- Exclusive Discounts at Cafés, Salons, Gyms, Bookstores, EdTech platforms & more
- Savings on every purchase at partner outlets
- Priority access to deals and events
- Special entry to sponsored college fests, marathons, and workshops
- Perks from top brands who care about student success

For Business Owners

- Boost footfall with regular student traffic
- Build loyalty with a young, digital-savvy audience
- Get featured across Digital Nest's website, emails, SMS, and social media
- Sponsor events like student fests, seminars, and marathons for massive brand recall
- Offer Discounts (fixed or flexible) that bring value to your brand

ADMISSION PROCESS

Step 1 : Application
Submit Application Online

Step 2 : Entrance exam
Candidates aiming to join any programs in Digital Nest must qualify either DNAT(Digital Nest assessment test) or any one of the below-mentioned entrance exams.
CAT | MAT | ATMA | XAT | GMAT TSICET | APICET | CMAT | NIFT

Step 3 : Admission Process
Shortlisted candidates will be called for a
GD, PI at our campus You will receive an acknowledgment
through SMS & EMAIL.

Step 4 : Selection Criteria
Candidates should qualify for GD & PI rounds weightage given
to academic profile & work experience.

Step 5 : Onboarding
Based on the overall performance of the candidate,
He/She will be selected.

SCHOLARSHIPS

At Digital Nest , we encourage and reward meritorious students based on their talent and work experience. Scholarships will be provided only after document verification of the selected students. The amount of the scholarship will be reduced from the original fees of the program. Scholarships are awarded to candidates based on performance on any of the following categories:

1. Eligibility based on Qualification: Scholarships will be offered based on performance in Graduation for PG programs. Students who are scoring 60% or above marks in their graduation will be eligible for scholarship.

2. DNAT (Digital Nest Assessment Test): Digital Nest conducts its own test DNAT. The amount of scholarship depends on the performance of student in the DNAT.

3. National Level Entrance exams: Scholarship is applicable on performance or rank in any of the following tests: CAT, XAT, MAT, CMAT, NMAT, etc.., A minimum of 60% percentile is required for scholarship.

Get Upto
Rs.1,00,000/- Scholarship

Introducing
EDUCATIONAL
LOANS
With

Flexible EMI Options

BAJAJ FINSERV

LIQUILOANS
(NDX P2P PRIVATE LIMITED)

Propelld

CREDENC
A Capital India Company

WHAT OUR TRAINEES SAY

Dharmendra
Owner Lenspick

"Digital Marketing has helped me diversify my business"

Nidhi Pandey
Digital Marketing Lead, Tech Mahindra.

"I have evolved my career due to this training undertaken at Digital Nest."

Aravinda Paladugu
Founder Bytpix,

"Digital Nest, superb place to initiate your career into new arena."

Jessy Peter
Marketing Analyst

"Digital Marketing Training enabled me to grab a job in Accenture"

Vijay
Marketing Manager

"Digital Nest taught me the latest Practices made me confident to push myself ahead"

Rohit Nippan
Digital Marketing Specialist, Accenture

"I am thankful to Digital Nest for best practices of Digital Marketing."

Rajat
Regional Marketing Manager

"Digital Nest is an amazing place and its one stop solution for entire Digital Marketing"

Ashutosh
PPC Expert, Iprospect

"I thank Digital Nest for placement to join a creative field."

Priyanka
Founder B-Mart

"I have implemented these practices into my business, thanks to Digital Nest."