

C&C

AI POWERED DIGITAL MARKETING



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www.coursesandcode.com



0314-4839381



COURSE OVERVIEW

AI POWERED DIGITAL MARKETING

Artificial Intelligence is transforming how businesses market, sell, communicate, and grow. The **AI-Powered Digital Marketing Program** is designed to equip students with future-ready skills by combining the fundamentals of digital marketing with practical **AI** tools used by modern organizations worldwide.

This comprehensive program teaches digital marketing from the ground up while integrating **Artificial Intelligence** at every stage of the marketing process—including strategy development, content creation, website building, search engine optimization, advertising, customer engagement, automation, and analytics.

Students learn how **AI** can help them perform the work of an entire marketing team more efficiently, making them highly valuable in today's rapidly evolving digital economy.

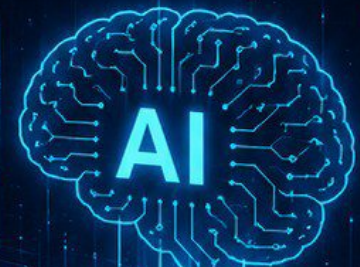
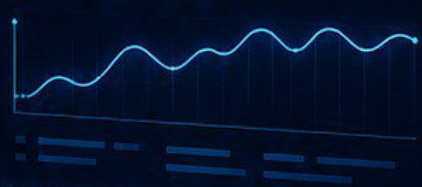
GROWTH OVERVIEW



CAMPAIGN PERFORMANCE



ANALYTICS SUMMARY



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AI POWERED DIGITAL MARKETING

- 01 Google AI Studio
- 02 Social Media Marketing (Meta & TikTok)
- 03 SEO & AI
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- 05 AI Chatbots
- 06 Voice AI Customer Care
- 07 Shopify Automation & Dropshipping
- 08 Marketing Automation & Workflow Systems

MARKETING OVERVIEW



KEY METRICS



TRAFFIC GROWTH +35%



ENGAGEMENT +42%



CONVERSIONS +28%

AI



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AMSH IMRAN

Known for his work in
Education Sector & Philanthropy —



Founder & CEO of Courses & Code (Private) Limited, an AI-focused education company in Pakistan that aims to equip students and professionals with practical, industry-relevant AI skills.



CEO of AAASK Limited (UK), where he leads teams delivering software development, AI solutions, digital transformation, and IT consulting services.



Director at World Help Foundation, contributing to initiatives focused on education and social impact.



An entrepreneur with experience across the technology, pharmaceutical, and textile industries.



Holds an MBA from the University of Central Punjab (UCP) and has publicly shared his graduation milestone on LinkedIn.



Focuses on promoting practical AI adoption through initiatives such as:

AI

AI-Powered
Digital Marketing

AI

AI Mastery
Course

AI

AI Club
Community



VISION

“

His vision is centered on making **AI education** accessible and practical, with an emphasis on employability, entrepreneurship, and income generation through technology. Through Courses & Code, he promotes hands-on learning and advocates that AI should be used as a **productivity multiplier** rather than simply as a theoretical subject.

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Website
www.coursesandcode.com



Phone / WhatsApp
+92 317 2488860

INSTRUCTOR PROFILE



Syed Nabeel Haider

AI Systems Architect

Syed Nabeel Haider holds an MSc in Marketing from the University of Bath, United Kingdom, and brings over a decade of combined experience spanning AI systems engineering, digital transformation, strategic advisory, business growth, and organizational development.

Throughout his career, he has worked with corporates, national enterprises, and high-growth organizations across multiple sectors, helping organizations adopt technology-driven growth strategies.

Prior to focusing on AI infrastructure and systems architecture, he served in senior leadership roles within branding and strategy consulting, advising Chief Marketing Officers (CMOs), brand directors, executive teams, and business leaders on market positioning, growth strategy, organizational transformation, and go-to-market execution.



HIS CONSULTANCY EXPERIENCE INCLUDES:

-  Healthcare & Pharmaceutical AI Integration
-  Financial Services Automation
-  Educational Technology Solutions
-  Operations Intelligence Systems
-  Enterprise AI Capability Development Programs
-  SaaS Platform Architecture
-  Executive AI Adoption Strategy



His unique combination of marketing expertise and AI systems knowledge enables students to understand both the strategic and technical dimensions of modern business growth.





OBJECTIONS & RESPONSES

AI POWERED DIGITAL MARKETING

OBJECTION	RESPONSE
 Will this help my child get a job?	 Yes, the course equips students with in-demand AI and digital skills valued by employers worldwide.
 Is AI too advanced for my child?	 No, our course is beginner-friendly and designed for students with no prior technical knowledge.
 Is the fee worth the investment?	 Absolutely—it's an investment in future-ready skills with strong career, freelancing, and business potential.
 Will it affect school studies?	 No, weekend classes are designed to fit comfortably alongside school and college studies.
 Is there any certification?	 Yes, students receive a Course Completion Certificate upon successfully completing the program.
 Who are the instructors?	 Our instructors are experienced industry professionals with expertise in AI and digital technologies.
 Is this course practical?	 Yes, the course follows a 70% practical and 30% theory learning approach.
 Will my child actually complete it?	 Our structured curriculum, mentorship, and engaging projects keep students motivated until completion.
 Can these skills lead to freelancing or international opportunities?	 Yes, these globally relevant skills can support freelancing, remote work, and international career opportunities.

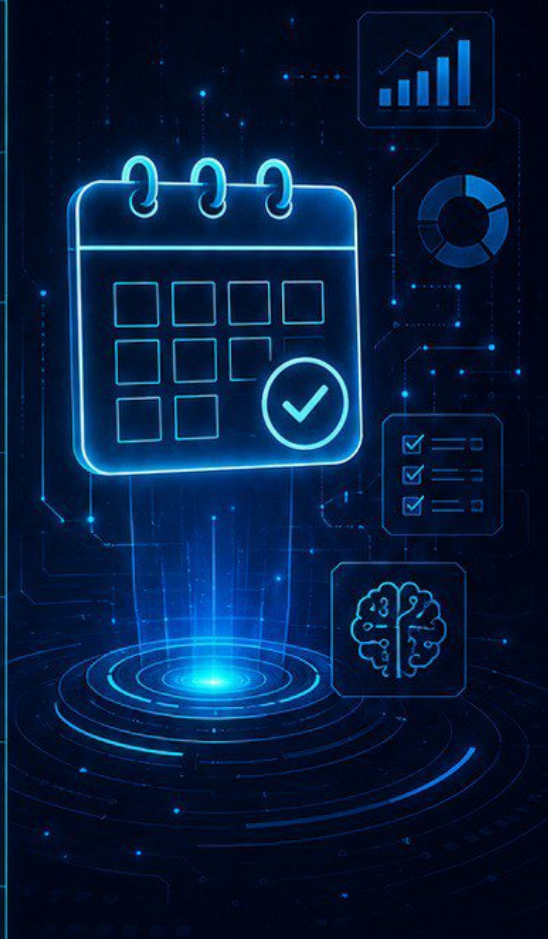




PROGRAM STRUCTURE

AI POWERED DIGITAL MARKETING

	Duration: 3 Months
	Class Schedule: Weekend Classes
	Classes per Week: 2
	Duration per Class: 1.5 Hours
	Total Learning Hours per Week: 3 Hours
	Total Sessions: 24
	Mode: Practical, Project-Based Learning
	Prerequisite: No Prior Marketing Experience Required



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Alishba Malik

Project Manager

Alishba Malik is the Project Manager for the AI-Powered Digital Marketing program at Courses & Code (Private) Limited. She is responsible for planning, coordinating, and ensuring the successful execution of the program while maintaining high standards of learning and participant engagement.

With a strong focus on AI-driven marketing strategies, project coordination, and operational excellence, she works closely with instructors and stakeholders to deliver a practical, industry-oriented learning experience. Her commitment to innovation and organized execution helps learners gain valuable skills that align with the evolving demands of the digital economy.



Core Expertise



AI-Powered Digital Marketing



Project Management



Marketing Strategy & Campaign Coordination



Social Media Marketing



Team Coordination



Client & Stakeholder Communication



Process Management



Performance Monitoring



*Great marketing is powered by creativity, strengthened by strategy, and accelerated by **Artificial Intelligence**.*



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Who Should Enroll?

This program has been
specifically **designed for:**



Matric
Students



Intermediate
Students



O-Level
Students



A-Level
Students



College
Students



University
Students



BS Students
from Any
Discipline



Fresh
Graduates



Early Career
Professionals



Freelancers



Entrepreneurs



Individuals
Looking to
Build
**AI-Powered
Skills**



Anyone Seeking
Career
Opportunities in
Digital Marketing



Whether a student belongs to Business, Commerce, Computer Science, Engineering, Medical Sciences, Arts, Social Sciences, or any other field, this course provides **practical skills** that can be applied **across industries**.

YOU WILL LEARN TO:



Run AI-Powered
Marketing
Campaigns



Rank Higher on
Google with
Smart Strategies



Grow on Social
Media using
AI Tools



Automate Tasks
& Save Time
with AI



Start Freelancing
& Build Multiple
Income Streams



Get Certified &
Boost Your
Career



www.ai-powereddigitalmarketing.com



WhatsApp:
03102212133



Start Your Journey Today
Build Skills. Build Career. **Build Future.**



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KEY BENEFITS FOR STUDENTS



Boost Your Earning Potential



Career & Job Placement Support



Access Global Freelancing Opportunities



Start & Scale Your Own Business



Acquire Customers Through AI-Powered Marketing



Automate Marketing Tasks & Increase Productivity



Lower Marketing Costs with AI



Develop a Client-Ready Portfolio



Gain Skills in High-Demand AI Marketing



Industry-Recognized Certification



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FEE STRUCTURE



FULL PAYMENT OPTION

PKR **25,000**



INSTALLMENT OPTION

- First Installment: PKR **15,000**
- Second Installment: PKR **15,000**



Payment voucher for the second installment
will be shared during the semester.

SCOPE



1. Secure a **high-paying** career.



2. Become **financially independent**.



3. Study **abroad**.



4. Obtain **scholarships**.



5. Learn **future-proof** skills.



6. Build **confidence**.



7. Gain **practical experience**.



8. Stay ahead in **technology**.



9. Become **employable** before graduation.



WHY THIS COURSE MATTERS



Artificial Intelligence is **reshaping industries worldwide**. Organizations are increasingly seeking professionals who understand both **digital marketing and AI-driven workflows**. This program empowers students with practical, industry-relevant skills that can support **higher education, employment opportunities, freelancing careers, entrepreneurial ventures, and lifelong learning**.



At Courses & Code, we believe that talent is universal, but **opportunities are not**. This program is designed to help bridge that gap by providing **accessible, practical, and future-focused** education for learners **across Pakistan**.



GET IN TOUCH FOR



Course details &
enrollment guidance



School, college &
university collaborations



Corporate &
government partnerships



NGO &
community programs



Campus ambassador
opportunities

START YOUR JOURNEY TODAY

Whether you're looking to learn, partner, or grow—we're just a message away.

Reach out now and take the first step toward your future in AI



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**AI POWERED
DIGITAL MARKETING**
by COURSESANDCODE

LET'S CONNECT & BUILD THE FUTURE TOGETHER

We're here to help you learn, grow,
collaborate, and succeed in the world
of **AI powered digital marketing**.



● OUR Contact Number/ WhatsApp
03172488860



● Our E-Mail Address:
info@coursesandcode.com



● Or visit our website:
www.coursesandcode.com



Let's Connect & Build the Future Together
We look forward to hearing from you!

