

# Amritsar Digital Academy Launches AI-Powered Digital Marketing Course

*Punjab's ISO 9001-certified institute now offers Gen-AI integrated digital marketing training with 100% placement assistance in Amritsar.*

AMRITSAR, PUNJAB, INDIA, April 1, 2026 /EINPresswire.com/ -- Amritsar Digital Academy, Punjab's ISO 9001-certified digital marketing training institute, has officially launched an upgraded curriculum for 2026 that integrates Generative AI tools and techniques into its flagship [digital marketing programme](#). The new course structure is now open for enrollment at the institute's Ranjit Avenue campus in Amritsar and is available in both full-time and part-time formats.

India's digital economy continues to generate strong demand for marketing professionals with hands-on expertise in search engine optimisation, paid advertising, social media management, content strategy, and AI-powered campaign execution. Amritsar Digital Academy's updated programme is designed to address this demand with a structured, industry-aligned curriculum that combines classroom instruction, live project work, and dedicated placement support.

The 2026 programme introduces new modules covering Generative AI applications in marketing, including AI-assisted content creation, automated campaign optimisation, prompt engineering for marketing use cases, and AI-driven analytics. These modules complement existing coursework in SEO, pay-per-click advertising, email marketing, e-commerce strategy, and social media marketing. All modules are delivered by certified instructors with more than ten years of active industry experience.

Since its founding in 2018, Amritsar Digital Academy has trained and placed over 5,000 students in digital marketing roles across India. The institute offers comprehensive placement assistance that includes interview preparation, resume development, soft skills coaching, and one-on-one career counselling throughout the duration of the programme.

The revised curriculum is open to undergraduate and postgraduate students, recent graduates, working professionals seeking a career transition, business owners looking to grow their digital presence, and homemakers interested in developing income-generating digital skills. The availability of both full-time and part-time schedules

makes the programme accessible to students with varied commitments.

As an ISO 9001-certified institution, Amritsar Digital Academy maintains documented quality management standards and updates its curriculum on an ongoing basis to reflect changes in search engine algorithms, advertising platforms, and AI tooling. The institute's certification underscores its commitment to delivering consistent, measurable educational outcomes.

Students who complete the programme receive a recognised course certification and gain access to the institute's alumni network and ongoing career support resources. The next cohort is scheduled to begin in April 2026.

Interested candidates can visit [amritsardigitalacademy.in](https://amritsardigitalacademy.in) to download the complete course curriculum, register for a free orientation session, or connect with an admissions counsellor for personalised guidance.

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