

PROSPECTUS



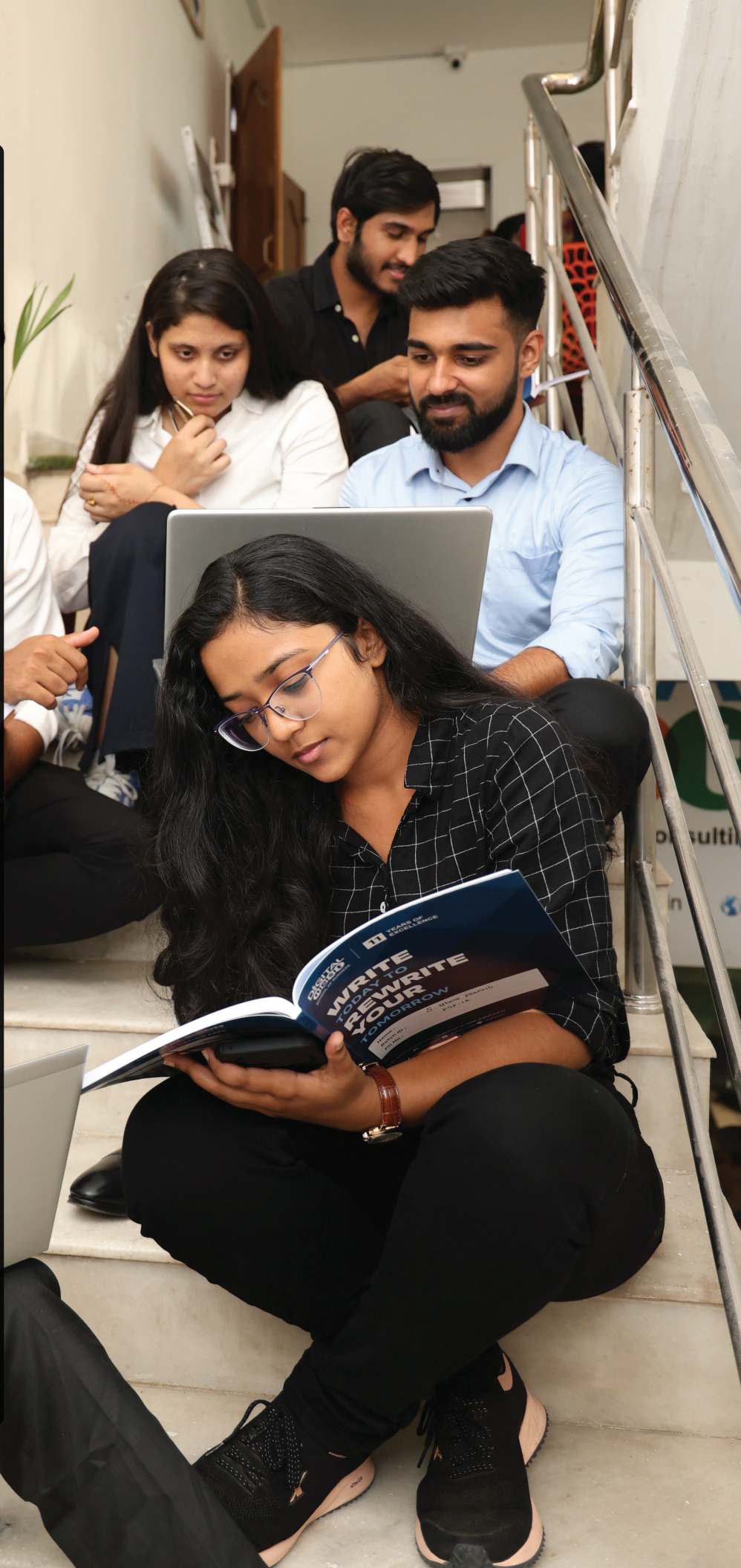
SCHOOL OF
BUSINESS,
CREATIVITY & AI

Where Skills Succeed, Not Just Degrees

A Next-Gen School of Business & Creativity for the Real World.
Learn, Build, Grow with Academics, Placements,
Creative Clubs, and Startup Support, all in one place.

INDEX

A NOTE FROM THE CEO	-	03
ABOUT US	-	04
ALUMNI ACROSS THE GLOBE	-	05
AWARDS	-	06
IN NEWS	-	07
ADVISORY BOARD	-	08
WHY DIGITAL NEST ?	-	09
INDUSTRY MENTORS	-	10
OUR PROGRAM VS TRADITIONAL B-SCHOOL PROGRAMS	-	11
LEARNER JOURNEY AT DIGITAL NEST	-	12
SCHOOL OF BUSINESS PROGRAMS	-	13 - 27
AUDIO EQUIPMENT TRAINING	-	28
WHAT MAKES US UNIQUE?	-	29
KEY PLACEMENT HIGHLIGHTS	-	30
PERFORMANCE DRIVEN PLACEMENTS	-	31
PLACEMENT HIGHLIGHTS	-	32
STUDENTS TURNED BUSINESS OWNERS	-	33
ALUMNI WORKING AT	-	34-35
OUR TRAINEES HAIL FROM	-	36
STATE OF THE ART INFRASTRUCTURE	-	37
BEYOND ACADEMICS AT DIGITAL NEST	-	38
LIFE AT DIGITAL NEST	-	39-40
ADMISSION PROCESS	-	41
SCHOLARSHIPS	-	42
DNAT - II	-	43
SNAPSHOT OF LEARNERS	-	44
HODN & BODN PAGES	-	45
EDUCATIONAL LOANS	-	46
WHAT OUR TRAINEES SAY	-	47





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



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-tready skills in **Digital Marketing, Data Science, Design, and Management.**

With over **8,000+** 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



STRONG NUMBERS & COUNTING

8,000+

Trained Students

4.8★

Google Rating

5+

Technology Apps

2000+

Recruitments
Completed

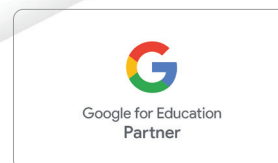
10+

Collaborations &
Partnerships

AWARDS



RECOGNITIONS & AFFILIATIONS



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 an 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.



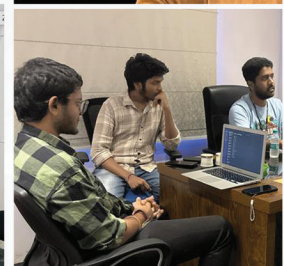
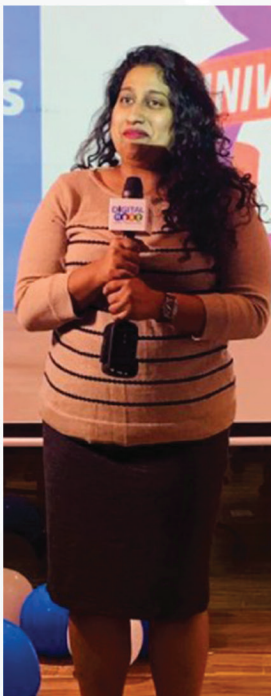
Prime Location Advantage

Located in the heart of HITEC 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



Swathi Gujal

Internal Communications Consultant



Om Nagendra

Communication Manager



Rakesh M

CEO - Whistle Drive



Chaitanya

Branding Manager



Ashutosh

Vice President Digital Marketing



Rekha Oswal

Sr. Vice President



Rajath Kumar Rath

Regional Sales Head



Harry Lumen

Head and Brand Communication

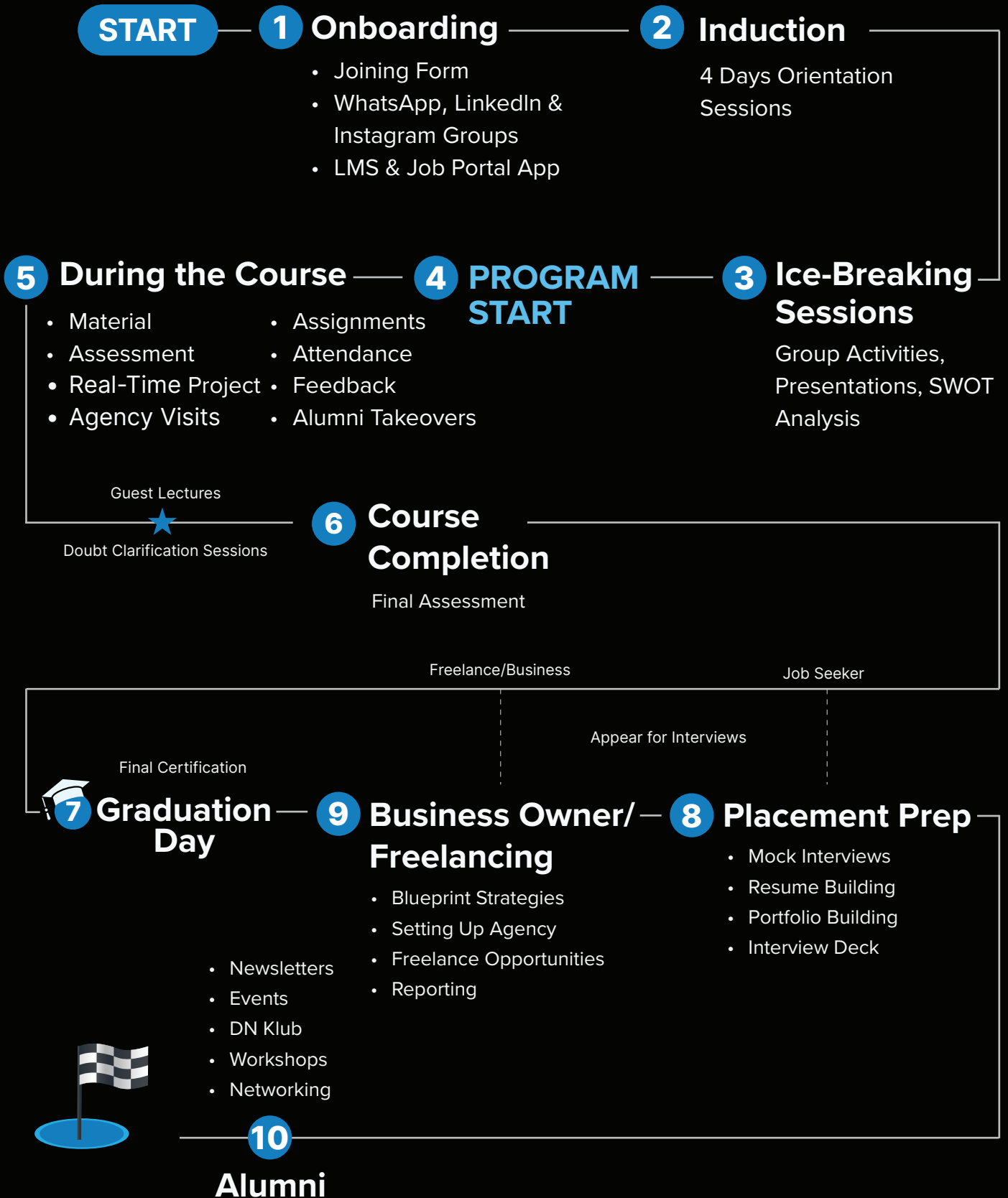


OUR PROGRAM VS TRADITIONAL B-SCHOOL PROGRAMS

Parameter	Digital Nest Program	Traditional B-School Program
PLACEMENT	100% Placement Assurance	Only Assistance will be Given
REAL-TIME 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 CEOs, CTOs, CMOs	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	Rote and Memory-Based Learning



LEARNER JOURNEY AT DIGITAL NEST





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
- On-The-Job Training in Digital Marketing (OJT) - 1 Year

ADD-ONS

- Certified Agentic And Generative AI Professional Program (CAP) - 2 Months
- Advanced Programmatic Advertising Certification Program (APAC) - 3 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 Marketers

📅 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

PROGRAM FEE : Rs. 40,000/-

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 OFFLINE : Rs. 1,10,000/- | **PROGRAM FEE ONLINE : Rs.75,000/-**

Placement Fee : Rs.40,000/- (Refundable)

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. 2,78,000/-

Scholarships :

Upto : Rs.40,000/- (Based on DNAT Score)

University Certification Fee :

Post Graduate Program in PGP-DM - FREE

On the Job Training in Digital Marketing (OJT-DM)

📅 6 Months | ⌚ 150Hrs | 🎓 11 Certifications

🛠️ 80 Tools | 📁 20 Projects

About The Program :

A unique work-integrated learning program where students work in a real agency (9:30 AM – 6:30 PM) while undergoing structured digital marketing academic training. You'll be treated as a regular employee and mentored by industry experts.

Who can Learn ?

- Freshers who need both skill and experience
- Students tired of theory-based courses
- Anyone who wants work experience, stipend, and long-term career clarity

What You Will Learn

- Real Client Work (Google Ads, Social Media, Reporting, SEO)
- Live Campaign Execution
- Digital Tools: GA4, GTM, SEMrush, HubSpot, Hootsuite
- Collaboration, Client Communication, and Team Dynamics
- Soft Skills, Time Management, and Accountability
- Global Certifications across core platforms

Program Outcomes

- 6 months of actual work experience with documented performance
- Get an Experience Letter + Payslips + Relieving Letter from the agency
- Earn a monthly stipend of ₹5,000 throughout the training
- Gain confidence, industry etiquette, and client communication skills
- Become 10X more employable than peers with only classroom knowledge
- Be eligible for full-time job placements or freelance/consulting roles

Key Highlights

- Full-day work setting: 9:30 AM to 6:30 PM, Mon–Sat
- Training by working professionals and team leads, not just faculty
- Work on real clients, live budgets, and data-driven campaigns
- Classroom sessions aligned with your agency projects
- Certification + Industry Documents + Career Portfolio
- Ideal for building a solid resume and real confidence

PROGRAM DETAILS

On The Job Training In Digital Marketing (OJT - DM)

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

📅 1 Year | ⌚ 150Hrs | 🎓 11 Certifications | 🛠️ 80 Tools | 📁 20 Projects

📖 25 Case studies | 🌐 Online | 🏠 Classroom | 📱 E - Learning

ALL IN CDP &

- Become 10X more employable than your peers
- Learn From Marketers & Work with Marketers
- On The Job Training
- Mentorship from Senior Professionals
- 1 Year of Experience Letter
- Feedback and Guidance
- Payslips for Six Months
- Real Time Experience
- Immediate Contribution
- Industry Relevant Knowledge
- Increased Marketability
- Networking Opportunities
- Skill Development
- Experience the Corporate Life
- Resume Enhancement
- Get PGP Certificate from JAINX
- Live Simulation Training

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Post Graduate Certification From JainX (Jain University)
- 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. 4,50,000/-

Scholarships :

Upto : Rs.1,00,000/- (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/-

Certifications :

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

Advanced Programmatic Advertising **ADD-ON** Certification Program

📅 3 Months | ⌚ 90 Hrs | 🎓 7-9 Certifications | 🛠️ 25+ AI Tools | 📁 6 Projects

About The Program :

This certification program is designed to train professionals in end-to-end programmatic advertising and retail media execution using industry-standard platforms such as Google DV360, Campaign Manager 360, Google Ad Manager, The Trade Desk, and Amazon Ads. The program focuses on real-world media buying, ad serving, targeting, optimization, attribution, and analytics across display, video, audio, CTV, and Amazon's advertising ecosystem. Participants gain hands-on experience in planning, launching, optimizing, and scaling programmatic campaigns for agencies and brands.

Who can Learn ?

- Performance and programmatic marketers
- Media buyers and paid advertising specialists
- Digital marketing professionals
- E-commerce and marketplace marketers
- Agency professionals (planning, buying, operations)
- Brand and growth marketing teams
- Marketing students and recent graduates
- Entrepreneurs managing paid media budgets
- Anyone aiming to build a career in programmatic advertising

Key Highlights

- Hands-on training on DV360, Campaign Manager 360, Google Ad Manager, The Trade Desk, Amazon DSP, and Amazon Sponsored Ads
- Complete coverage of programmatic buying models including open auction, PMP, preferred deals, and programmatic guaranteed
- Audience strategy using first-party, second-party, and third-party data with lookalike and predictive targeting
- Campaign execution across display, video, native, audio, CTV, and retail media
- Amazon Ads training covering Sponsored Products, Sponsored Brands, Sponsored Display, and Amazon DSP
- Conversion tracking and measurement using Floodlight, GA4 concepts, and cross-channel attribution
- Budgeting, bidding, pacing, creative optimization, and A/B testing techniques
- Brand safety, viewability, fraud prevention, and inventory quality controls
- End-to-end capstone project with certification

Program Outcomes

- Plan and execute programmatic campaigns using DV360 and The Trade Desk
- Set up ad serving, tracking, and reporting using CM360 and Google Ad Manager
- Launch and optimize Amazon Sponsored Ads and Amazon DSP campaigns
- Build and activate advanced audience and remarketing strategies
- Analyze campaign performance using reports, dashboards, and attribution models
- Optimize bids, budgets, creatives, and targeting for scalable performance
- Apply brand safety and verification best practices
- Execute cross-channel and omnichannel media strategies

PROGRAM DETAILS **ADD-ON**

Advanced Programmatic Advertising Certification

A practical, hands-on Programmatic Advertising Certification Program designed for professionals looking to master media buying, ad serving, retail media, optimization, and attribution using industry-grade platforms across display, video, CTV, and e-commerce ecosystems.

📅 3 Months | ⌚ 90+Hrs | 🎓 7-9 Certifications | 🛠️ 10+ AI tools | 📁 5 Projects

📖 25+ Case studies | 🌐 Online | 🏢 Classroom | 🎧 E-Learning

MODULES	NO.OF SESSIONS
Foundations of Programmatic Advertising	10
Introduction to digital & programmatic advertising	
Programmatic ecosystem (DSP, SSP, Ad Exchange, DMP)	
Media buying models and auction mechanics	
Programmatic vs traditional & social media buying	
Roles, workflows, and campaign objectives	
Programmatic Buying with Google DV360	15
DV360 account structure and navigation	
Campaign, insertion order, and line item setup	
Inventory sources, open auction, and PMP deals	
Audience targeting and remarketing strategies	
Creative formats, DCO, bidding, and pacing	
Reporting, attribution, and optimization	
Ad Serving, Tracking & Verification	15
Campaign Manager 360 setup and trafficking	
Floodlight conversion tracking implementation	
Google Ad Manager inventory and line item setup	
Programmatic selling, unified auction, and yield control	
Brand safety, viewability, fraud prevention	
Reporting and cross-platform measurement	
Advanced Programmatic with The Trade Desk	10
TTD platform overview and campaign setup	
Audience segmentation and data marketplace usage	
Bidding strategies, pacing, and real-time optimization	
Cross-device and cross-channel targeting	
CTV, audio, and omnichannel campaign execution	
Amazon Ads & Retail Media Advertising	10
Amazon Ads ecosystem and retail media fundamentals	
Sponsored Products, Sponsored Brands, Sponsored Display	
Amazon DSP campaign setup and targeting	
Retail attribution and performance analysis	
Scaling e-commerce and marketplace campaigns	
Advanced Analytics & Optimization	10
Attribution models and performance analysis	
GA4 and Looker Studio dashboards	
Budget reallocation and scaling strategies	
A/B testing and creative optimization	
Automation, rules, and reporting workflows	
Capstone Project & Certification	10
End-to-end programmatic campaign planning	
DV360 / TTD / Amazon Ads execution	
Reporting, insights, and optimization presentation	
Project review and certification assessment	

Overall Duration 60 Sessions

PROGRAM FEE : **Rs. 55,000/-**

Certifications :

- Programmatic Advertising Certification - Digital Nest
- Google DV360 Certification
- Google Campaign Manager 360 Certification
- Google Ad Manager Certification
- The Trade Desk Edge Certification
- Google Analytics 4 Certification (optional)

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

Visually 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

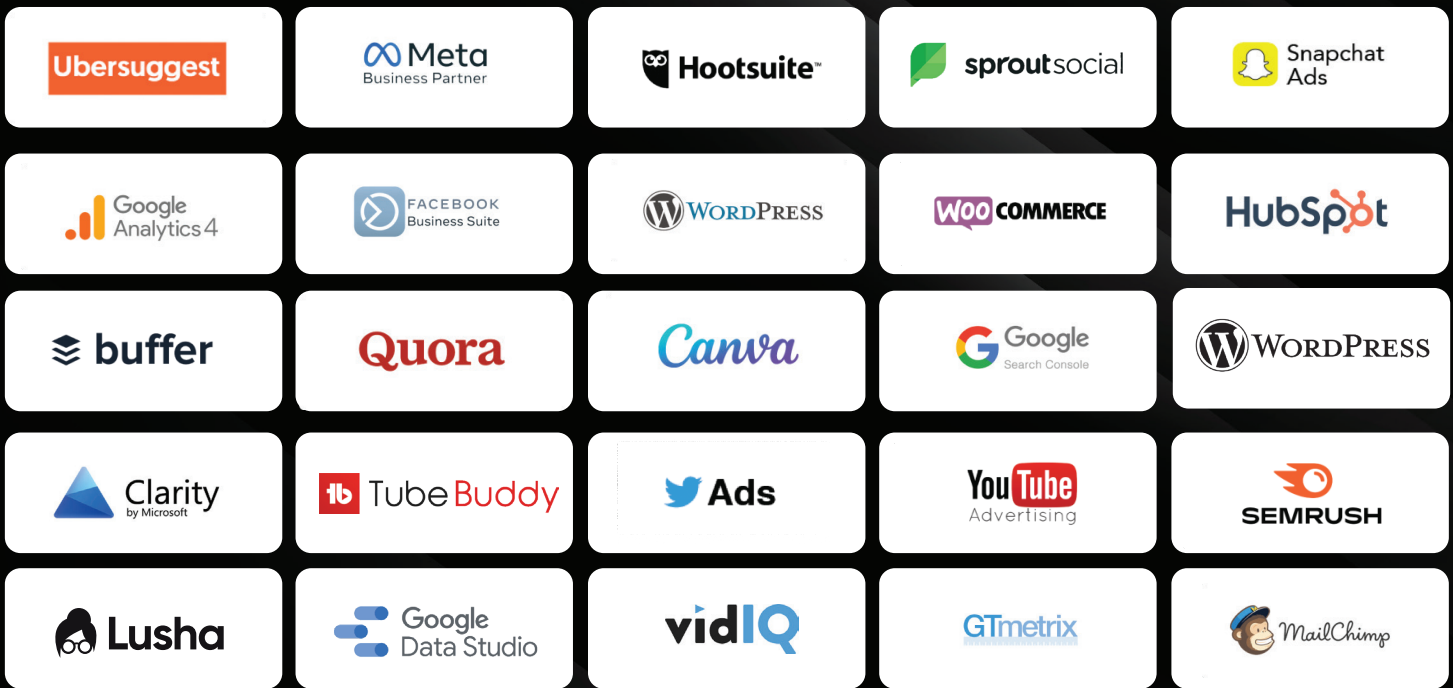
Rs.2,00,000/-

FOR PGP PROGRAM

Rs.65,000/-

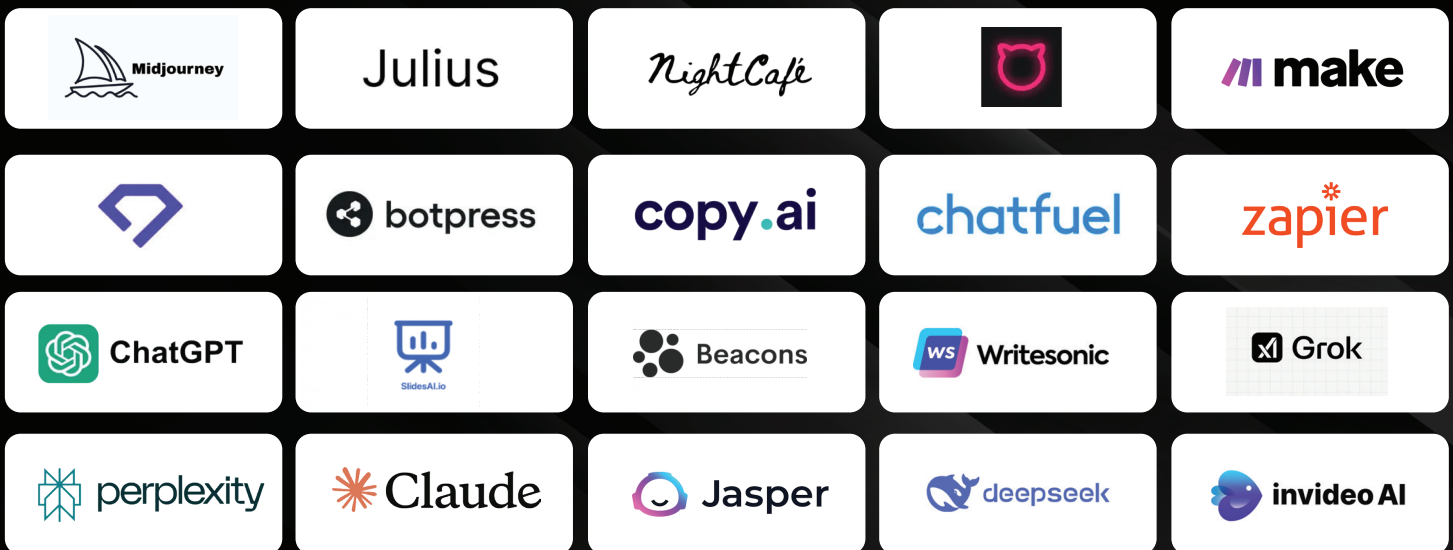
FOR CDP PROGRAM

MASTER 100+ POWERFUL DIGITAL MARKETING TOOLS



& MANY MORE

GENERATIVE AI TOOLS



& 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 Marketers

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

PROGRAM FEE : Rs. 40,000/-

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 Marketers

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 OFFLINE : Rs. 1,10,000/- | **PROGRAM FEE ONLINE : Rs. 75,000/-**
Placement Fee : Rs.40,000/- (Refundable)

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)
- Hootsuite Certification (Social Media)

Placements : 100% Assurance

Internship : 100% Assurance

PROGRAM FEE : Rs. 2,78,000/-

Scholarships :
Upto : Rs. 40,000/- (Based on DNAT Score)

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

OJT

On The Job Training In Digital Marketing (OJT - DM)

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

1 Year | 150Hrs | 11 Certifications | 80 Tools | 20 Projects

25 Case studies | Online | Classroom | E - Learning

ALL IN CDP &

- Become 10X more employable than your peers
- Learn From Marketers & Work with Marketers
- On The Job Training
- Mentorship from Senior Professionals
- 1 Year of Experience Letter
- Feedback and Guidance
- Payslips for Six Months
- Real Time Experience
- Immediate Contribution
- Industry Relevant Knowledge
- Increased Marketability
- Networking Opportunities
- Skill Development
- Experience the Corporate Life
- Resume Enhancement
- Get PGP Certificate from JAINX
- Live Simulation Training

Certifications :

- Govt of India Recognised (Skill India & Digital Nest Partnership Certifications)
- Post Graduate Certification From JainX (Jain University)
- 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. 4,50,000/-

Scholarships :
Upto : Rs.1,00,000/- (Based on DNAT Score)

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

**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.

ADD-ONS

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/-	
Certifications :	
<ul style="list-style-type: none"> • Certificate in Generative-AI by Digital Nest • Certificate in Agentic-AI by Digital Nest 	

APAC
ADD-ON

Advanced Programmatic Advertising Certification Program (APAC)

A practical, hands-on Programmatic Advertising Certification Program designed for professionals looking to master media buying, ad serving, retail media, optimization, and attribution using industry-grade platforms across display, video, CTV, and e-commerce ecosystems.

3 Months | 90+Hrs | 7-9 Certifications | 10+ AI tools | 5 Projects

25+ Case studies | Online | Classroom | E - Learning

MODULES	NO.OF SESSIONS
Foundations of Programmatic Advertising	10
Introduction to Digital & Programmatic Advertising	
Programmatic ecosystem (DSP, SSP, Ad Exchange, DMP)	
Media buying models and auction mechanics	
Programmatic vs traditional & social media buying	
Roles, workflows, and campaign objectives	
Programmatic Buying with Google DV360	15
DV360 account structure and navigation	
Campaign, insertion order, and line item setup	
Inventory sources, open auction, and PMP deals	
Audience targeting and remarketing strategies	
Creative formats, DCO, bidding, and pacing	
Reporting, attribution, and optimization	
Ad Serving, Tracking & Verification	15
Campaign Manager 360 setup and trafficking	
Floodlight conversion tracking implementation	
Google Ad Manager inventory and line item setup	
Programmatic selling, unified auction, and yield control	
Brand safety, viewability, fraud prevention	
Reporting and cross-platform measurement	
Advanced Programmatic with The Trade Desk	10
TTD platform overview and campaign setup	
Audience segmentation and data marketplace usage	
Bidding strategies, pacing, and real-time optimization	
Cross-device and cross-channel targeting	
CTV, audio, and omnichannel campaign execution	
Amazon Ads & Retail Media Advertising	10
Amazon Ads ecosystem and retail media fundamentals	
Sponsored Products, Sponsored Brands, Sponsored Display	
Amazon DSP campaign setup and targeting	
Retail attribution and performance analysis	
Scaling e-commerce and marketplace campaigns	
Advanced Analytics & Optimization	10
Attribution models and performance analysis	
GA4 and Looker Studio dashboards	
Budget reallocation and scaling strategies	
A/B testing and creative optimization	
Automation, rules, and reporting workflows	
Capstone Project & Certification	10
End-to-end programmatic campaign planning	
DV360 / TTD / Amazon Ads execution	
Reporting, insights, and optimization presentation	
Project review and certification assessment	
Overall Duration	60 Sessions
PROGRAM FEE : Rs. 55,000/-	
Certifications :	
<ul style="list-style-type: none"> • Programmatic Advertising Certification - Digital Nest • Google DV360 Certification • Google Campaign Manager 360 Certification • Google Ad Manager Certification • The Trade Desk Edge Certification • Amazon Ads Sponsored Ads Certification • Amazon DSP Certification • Google Analytics 4 Certification (optional) • IAB Programmatic Advertising Certification (optional) 	

Built for Specialization & Career Acceleration

Master Generative AI for Digital Marketing and Programmatic & Retail Media Advertising Designed for Professionals who want to add high-impact skills to their core marketing expertise. Short-term, intensive programs focused on practical execution and role-ready skills.

COMPARISON CHART

PROGRAM PARAMETERS	Bootcamp	CDP	PGP-DM	OJT
Duration	2 Months	5 Months	12 Months	1 Year
Placements	✗	100% Assurance	100% Assurance	100% Assurance
Internship	✓	100% Assurance	100% Assurance	100% Assurance
Placement Fee	NA	40,000/- (Refundable)	Free	Free
Projects	✗	✓	✓	✓
Average Strength	15-25 Students	15-25 Students	15-25 Students	05 Students
Average Package	1.8LPA - 3LPA	3LPA - 5LPA	4LPA - 12LPA	5LPA - 15LPA
Portfolio Building	✗	✓	✓	✓
Agentic AI	✗	✗	Intermediate level	✓
Generative AI	Basic	Basic	Indepth	Indepth
Marketing Automation	✗	✗	✓	✗
Digital Entrepreneurship	✗	✗	✓	✗
Ecommerce Marketing	Basic	Basic	Indepth	Indepth
ABM	✗	✗	✓	✗
Google Tag Manager	✗	✗	✓	✓
Grading system	✓	✓	✓	✓
Soft skills Training	2 Sessions	2 Weeks	4 Weeks	4 Weeks
Guest Lectures	✗	✗	✓	✓
Project Duration	✗	10 Days	90 Days	6 Months
DN Klub Card Membership	Silver	Silver	Gold	Gold
HODN Community Access	✓	✓	✓	✓
BODN Community Access	Only for Business Owners	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	Volunteer Opportunity
Scholarships	✗	Upto : Rs. 10,000/-	Upto : Rs.40,000/-	Upto : Rs.1,00,000/-
Resume Building	✓	✓	✓	✓
PGP Certifications	✗	✗	✓	✓
Access to Trainer for doubts	✓	✓	✓	✓
LMS Access	✓	✓	✓	✓
Bonus Tools	✗	65K for Free	2 Lakhs for Free	65K for Free

AUDIO VIDEO EQUIPMENT TRAINING



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



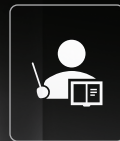
LEARNER SUCCESS MANAGEMENT

- 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
- PROBLEM SOLVING TEST
- PROJECTS
- ASSIGNMENTS
- SOFT SKILLS



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'@
HIGH ON IDEAS

tempest

g-Rank
Your Growth Our Commitment

WORK DIGITALLY

STUDENTS TURNED BUSINESS OWNERS



K Sai Teja

Founder : 10 ODM



Ravi

CEO & Founder : DigitAI



Abhishek Ekbote

Founder : Aqua Digital



Ganesh J

Co-Founder : IDESLABS



Khadija Fatima

Founder : Poreover



Gupta

Founder : Printasia



Nisha Agarwal

CEO : Work Digitally



Atul Shah

Founder : Adverte



Ritesh Bhagat

Founder : Adept Academy



Sagar

Founder : Kasa Events



Umesh

Founder : Navarang



Sravan

Founder : ASN Tech



Faruk

Founder : Underground Marketer



Premnath

Founder : PKC Laundries



Natasha

Founder : Natasha Couture



Kranthi

Founder : ODC Wallet



Subhashini

Founder : Baking Quest



Strujit

Founder : Digital Satri



Nidhi Pandey

Founder : Digital Voila



ALUMNI WORKING AT



Unnati K
Senior Account Manager



Jaya Sowmya
Graphic Designer



Hari
Digital Marketing Executive



Ayesha
Graphic Designer



Pravalika Raju
Digital Marketing Analyst



Laxmi Manasa
Process Associate



V Rukmini
Account Manager



Siva Krishna
Sr SEO Analyst



Mahesh
Graphic Designer



Rishabh
Assistant Manager



Swaroop Reddy
Analyst



Ankita
Graphic Designer



Kushi Jain
Graphic Designer



Nishta Agawal
Digital Marketing Partner



Abhijith
Digital Marketing Associate



Vimal Andrew
Social Media Analyst



Rohini Purnima
Analyst



Niythi Rao
Content & Product Manager



Sruthi
Marketing Manager



Harpreet Singh
Analyst



Rahul Kallikuri
Manager



ALUMNI WORKING AT



Mounika
Graphic Designer
reach
Insightfluence



Raziuddin Syed
Marketing & Sales Manager
knowlarity



Priyanka Waranke
Global Inside Manager
PEPSICO



Ishitha Singh
Institutional Sales Manager
TATA CLiQ



Vinay Reddy
Digital Marketing Analyst
accenture



Staba
Fraud Analyst
Apple



Suryam M
Marketing Analyst
Rank
Your Growth, Our Commitment



Narendra K
Analyst
IBM



Ranjith H
Web Developer
ORACLE



Divya Reddy
Subject Matter Expert
Google



Aashish
Digital Marketing Executive
PSA ROCKWELL



Revathi
Digital Marketing Associate
o2o



Parthasaridi
Marketing Manager
ivy



Santhosh Raj
Vice President Marketing
FACT
Since 1998



Mounika
Digital Marketing Associate
GeoAdsMedia
Digital Beyond Limits



Mohith
Solutions Consultant
Google



Diptimayee
Digital Media Strategist
M



Nidhi Agarwal
Learning Analyst
Deloitte.



Divya Teja
Business Analyst
YUPPTV



Rakesh Jonnala
Process Associate
Google

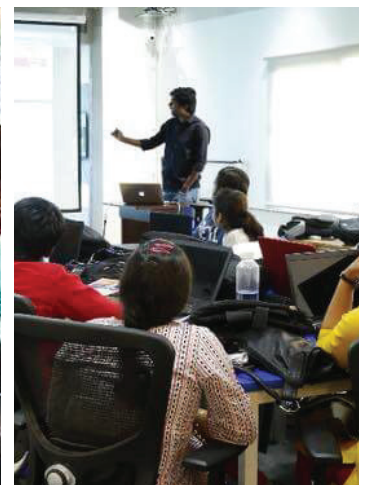


Daniel Sandeep
Branding Strategist
EyeCatch
MEXICO

OUR TRAINEES HAIL FROM

 High performance. Delivered.					
					
					
					
					
					
					
					
					
					

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.



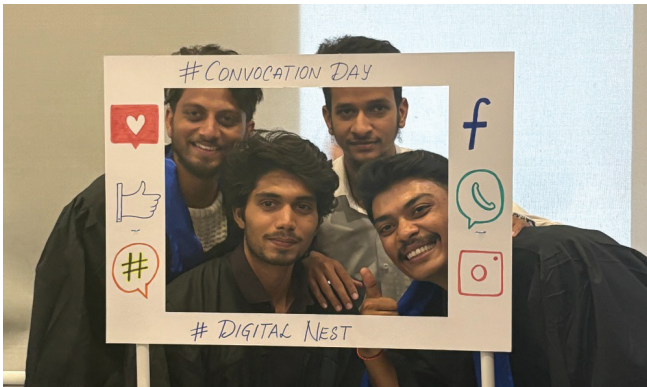
Digital Influencer Awards (DiA – 2025) Celebrating impactful digital voices.



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

LIFE AT DIGITAL NEST





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.

DIGITAL NEST SCHOOL OF BUSINESS	DNAT - 2025 Digital Nest Assessment Test	
Scorecard		
Test Date : 19-Jun-2025		
Full Name	Jagadish Naidu	
Email Id	jagadish@digitalnest.in	
Phone Number	9908423730	
Total Score	99%	
Score Validity : 90 days		
Note : Scorecard will be invalid post 90 days from the issuing date		
		 Karunakar Controller of Examination

Get Upto

Rs.1,00,000/- Scholarship

Introducing DNAT - II For Students To Get Placed



DIGITAL NEST ASSESSMENT TEST - II Post Graduate Program In Digital Marketing & Generative AI (PGPDM) 2024 - 2025

Name : Jagadish D ID No. : DN0012
 Email : Jagadish@gmail.com Program Duration : 10 Months
 Date Of Admission : 30-11-2024 Program Name : PGP
 Batch ID : PGP-H-23

DNAT-II GRADE CARD

CORE SKILLS	INTERNAL		EXTERNAL	AVERAGE TOTAL	GRADE
	MCQs & DESCRIPTIVE	ASSIGNMENT	PROJECT		
Maximum Marks in Core Skills	100	100	100	100	
Marketing Transformation Traditional to Digital	90	65	85	63	A+
Visual Communication using Graphics and Videos	70	60	85	56	A
Mastering the Art of Social Media Marketing	50	55	65	56	B
Performance Marketing	50	55	65	56	A
B2B Marketing - ABM Marketing	50	55	65	56	A
Gen Z Marketing	50	55	65	56	C
E-Commerce Marketing	50	55	65	56	C
Marketing Automations	50	55	65	56	B
Influencer and Affiliate marketing	50	55	65	56	B
Search Engine Optimization	50	55	65	56	B
Account Management	50	55	65	56	A
Conversion Rate Optimization	50	55	65	56	A
Agentic & Generative AI,	50	55	65	56	C
Data Analytics for Business	50	55	65	56	B
Digital Entrepreneurship	50	55	65	56	A
Reporting & Budgeting	50	55	65	56	A
Building Own Portfolio	50	55	65	56	C
AGGREGATE MARKS SECURED	50	55	65	56	C

SOFT SKILLS	AVERAGE TOTAL	GRADE
Maximum Marks in Soft Skills	100	

Clubs & Activities	70	A
Leadership	50	C
Public Speaking	50	C
Content Writing	50	C
Content Creation	50	C
Attendance	50	C
AGGREGATE MARKS SECURED	50	A

SUMMARY		
SUBJECTS	TOTAL MARKS	GRADE
Core Skills	100	A+
Soft Skills	100	A+
AGGREGATE MARKS SECURED	100	A+
OVERALL RESULT	A+	

GRADING CRITERIA					
PERCENTAGE	90%-100%	80%-89%	70%-79%	60%-69%	50% and below
GRADE	A+	A	B	C	D

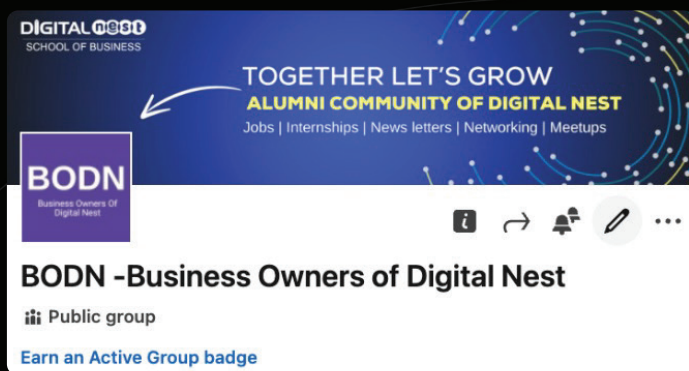
A - Indicates Absent | NA - Indicates Not Applicable

For Verification : Write to info@digitalnest.in

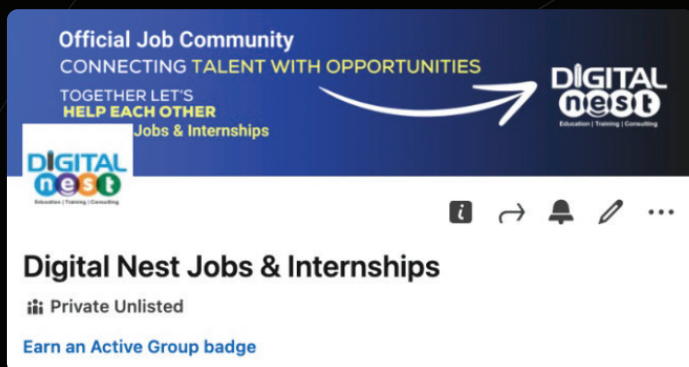
Exam Controller

HODN & BODN PAGES

Community Building Linkedin Groups



Community Building Jobs & internships

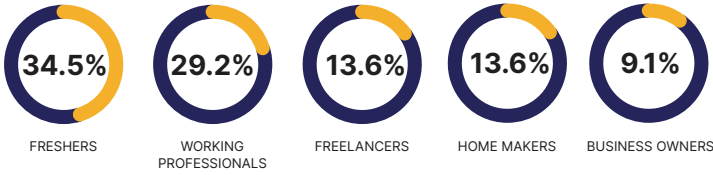


Community Building HODN instagram page

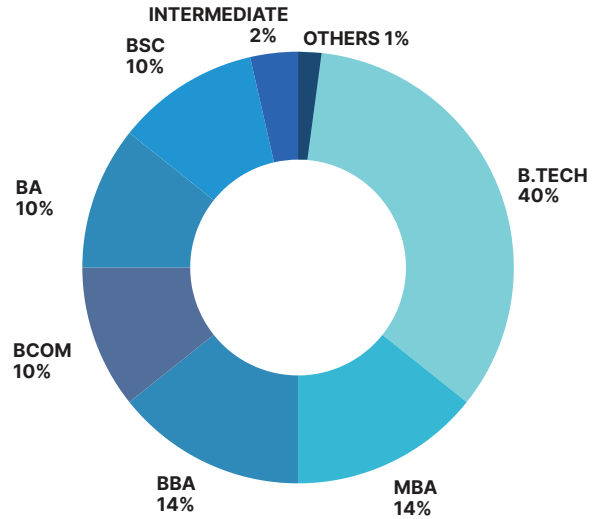


SNAPSHOT OF LEARNERS

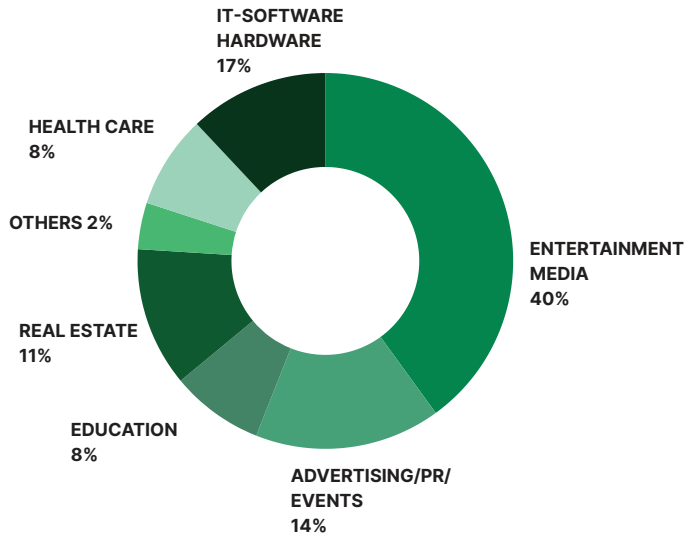
TYPE OF AUDIENCE



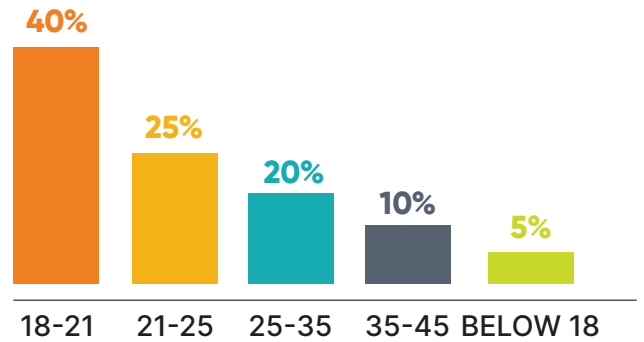
EDUCATIONAL QUALIFICATION



INDUSTRY WISE STUDENT ANALYSIS



AGE



MODE OF LEARNING

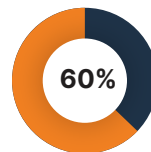


CLASSROOM 59.2%

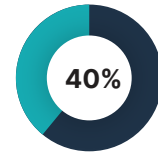


ONLINE 40.8%

GENDER



MALE



FEMALE



Introducing **EDUCATIONAL LOANS** With

Flexible EMI Options



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."

1000's of Learners Got Incubated in

Digital Marketing, Creativity &
Entrepreneurship

Will you be next ?



CORPORATE OFFICE

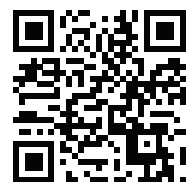
Office No. 607, Jain Sadguru Images Capital Park,
Silicon Valley, Madhapur, Hyderabad, Telangana 500081.

INCUBATION CENTER - 1

2nd Floor, Above Karnataka
Bank, Hitech City, Hyderabad,
Telangana - 500081

INCUBATION CENTER - 2

3rd floor, Madhapur, beside
Jain's Capital Park, Hyderabad,
Telangana 500081



SCAN . FOLLOW . VISIT