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CareerByteCode Admissions
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CAREERBYTECODE PROGRAM

GrowthPilot: AI-Powered Performance Marketing

The CareerByteCode GrowthPilot - AI-Powered Performance Marketing is an eight-week, beginner-friendly program designed to teach learners how to plan, launch, measure and optimise paid digital advertising campaigns.

Plan smart campaigns.
Grow real businesses.

Mentor: Sonali Kurade

8 weeks · 24 live classes · 48 instructor-led hours · 4 major projects · Hybrid: classroom + online

Course Overview

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The CareerByteCode GrowthPilot - AI-Powered Performance Marketing is an eight-week, beginner-friendly program designed to teach learners how to plan, launch, measure and optimise paid digital advertising campaigns. The course focuses on Google Ads, Meta Ads (Facebook and Instagram) and YouTube Ads, with practical coverage of audience research, campaign objectives, ad creatives, conversion tracking, analytics, landing pages and campaign optimisation.

Learners will work through lead-generation, e-commerce and business-growth scenarios across education, healthcare, real estate, retail/e-commerce and B2B. The program includes four guided projects and a final portfolio presentation. Actual campaign launches will depend on account access, platform approvals, advertising policies and an agreed practice budget.

8	24	48	16	4
WEEKS	LIVE CLASSES	HOURS	MODULES	PROJECTS

Your Mentor

LEARN FROM PRACTITIONERS



Sonali Kurade

SR. COACH & CO-FOUNDER, CAREERBYTECODE · PUNE, INDIA

Coach and CareerByteCode co-founder, helping professionals build strong personal brands and turn visibility into real opportunities through peer-driven, hands-on learning at scale.

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How every class works

Each class combines concept explanation, a live instructor demonstration, guided practice and a short recap. You practise between classes and finish four projects for your portfolio. Delivery: Hybrid, classroom + online. Next batch dates are shared on enrolment.

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Program at a Glance

GROWTHPILOT PERFORMANCE MARKETING

Duration	8 weeks
Schedule	3 classes per week; 24 classes total
Class duration	2 hours
Instructor-led hours	48 hours
Target audience	Students, freshers, working professionals, business owners and freelancers
Entry level	Absolute beginners; no prior digital marketing knowledge required
Platforms	Google Ads, Meta Ads and YouTube Ads
Campaign objectives	Lead generation, e-commerce sales and business growth
Analytics and tracking	GA4, Google Tag Manager, Meta Pixel and Conversion API fundamentals
Creative skills	Ad copywriting, Canva and AI-assisted creative generation
Delivery	Hybrid: classroom + online
Major projects	4
Course fee	₹40,000 + applicable GST

Who This Course Is for

GROWTHPILOT PERFORMANCE MARKETING

Students, freshers, working professionals, business owners and freelancers

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Before You Start: Prerequisites

GROWTHPILOT PERFORMANCE MARKETING

- No prior digital marketing or advertising experience is required.
- Basic computer, internet and web-browser usage skills.
- A laptop or desktop for campaign planning, analytics and creative exercises.
- A willingness to practise campaign setup, review reports and complete assignments between classes.
- A Google account and access to Meta/Facebook tools are helpful; learners should follow platform account and identity requirements.
- A business website or landing page is not required for entry; sample landing pages and training scenarios can be provided.
- A live advertising budget is not mandatory for learning the concepts. Any real campaign spend must be separately approved and paid by the learner/client.

What You'll Achieve: Learning Outcomes

GROWTHPILOT PERFORMANCE MARKETING

By the end of the program, learners should be able to:

- Explain digital marketing and performance marketing, and distinguish paid, owned and earned media.
- Translate business objectives into campaign goals, funnel stages, audiences and measurable KPIs.
- Research keywords, customer intent, competitor messaging and target audiences.

- Plan and structure Google Search, Display, YouTube and Performance Max campaigns at a foundational level.
- Plan Facebook and Instagram campaigns for lead generation and e-commerce sales.
- Write ad copy and prepare basic creative assets using Canva and AI-assisted workflows.
- Understand campaign budgets, bidding strategies, placements, targeting, exclusions and ad policies.
- Understand GA4 events and conversions, Google Tag Manager tags/triggers/variables and Meta Pixel fundamentals.
- Explain the purpose of Conversion API and the importance of consent, data quality and deduplication at a foundational level.
- Evaluate campaign performance using CPC, CPM, CTR, CVR, CPL, CPA, ROAS and related metrics.
- Identify optimisation opportunities in targeting, creatives, keywords, bids, budgets and landing pages.
- Create a campaign report and present recommendations to a business stakeholder.

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Week-Wise Curriculum Overview

GROWTHPILOT PERFORMANCE MARKETING

WEEK	FOCUS	MODULES	CLASSES
1	Digital Marketing and Performance Marketing Foundations	2	Classes 1-3
2	Audience Research, Campaign Strategy and Ad Creatives	2	Classes 4-6
3	Google Ads - Search and Display	2	Classes 7-9
4	YouTube Ads and Performance Max	2	Classes 10-12
5	Meta Ads - Facebook and Instagram	2	Classes 13-15
6	Conversion Tracking, GA4 and Analytics	2	Classes 16-18
7	Landing Pages, CRO, A/B Testing and AI	2	Classes 19-21
8	Optimisation, Reporting and Capstone	2	Classes 22-24

The program contains 16 modules (2 per week) and 24 classes (3 per week). Each class is planned for two hours and combines concept explanation, instructor demonstration, guided practice and a short recap.

WEEK 01 — Digital Marketing and Performance Marketing Foundations

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 1: Introduction to Digital and Performance Marketing

- What is digital marketing and how businesses use it
- Paid, owned and earned media
- Role of a performance marketer and campaign lifecycle
- Digital channels: search, social, display, video, email and content
- Performance marketing vs brand marketing
- Business objectives: awareness, traffic, leads, sales and app actions

Module 2: Marketing Funnels, KPIs and Campaign Planning

- Customer journey and funnel stages: awareness, consideration and conversion
- Campaign objectives and conversion actions
- Conversion rate, CPL, CPA, revenue and ROAS
- Lead generation vs e-commerce vs B2B demand generation
- Core metrics: impressions, reach, CPM, clicks, CTR and CPC
- Budget basics, campaign briefs and SMART objectives

DETAILED CLASS PLAN

Class 1: Digital Marketing and Performance Marketing Basics

- Digital channels and paid media ecosystem
- Difference between brand marketing and performance marketing
- Campaign lifecycle from brief to reporting

✓ Practical exercise: Analyse sample business scenarios and identify the right campaign objective.

Class 2: Funnels, Audiences and Campaign Metrics

- Customer journey and funnel stages
- Lead, purchase and engagement conversions
- Understand CPM, CPC, CTR, CVR, CPL, CPA and ROAS

✓ Practical exercise: Calculate basic campaign metrics from a sample campaign report.

Class 3: Campaign Brief and Strategy Exercise

- Define business objective, audience, offer and conversion
- Choose channel and funnel stage
- Set a campaign budget and KPI targets

✓ Practical exercise: Create a one-page campaign brief for an education, healthcare or e-commerce business.

WEEK 02 — Audience Research, Campaign Strategy and Ad Creatives

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 3: Customer, Market and Keyword Research

- Define target audience, buyer persona and customer pain points
- Customer research using search results, trends and competitor observations
- Keyword research concepts and keyword grouping
- Audience exclusions and negative keyword concepts
- Demographics, interests, intent and behaviour
- Keyword intent: informational, commercial and transactional
- Competitor ad and offer analysis

Module 4: Ad Copywriting and Creative Development

- Writing clear ad headlines, descriptions and calls to action
- Creative formats: static image, carousel, short video and responsive ads
- Canva fundamentals for ad creatives
- Advertising policy, claims, disclosures and responsible messaging
- Value propositions, benefits, offers and proof points
- Creative brief and brand consistency
- AI-assisted brainstorming, copy variations and creative concepts

DETAILED CLASS PLAN

Class 4: Audience Research and Keyword Planning

- Personas, audience needs and intent
- Keyword discovery and intent grouping
- Competitor and offer analysis

✓ Practical exercise: Build an audience persona and keyword plan for a sample business.

Class 5: Campaign Strategy and Budget Allocation

- Select channels based on audience and objective
- Map funnel stages to campaign types
- Set initial budget and KPI assumptions

✓ Practical exercise: Prepare a channel plan for a lead-generation or online-store brief.

Class 6: Ad Copy, Canva and Project 1

- Write headline, description and CTA variations
- Design a basic image or carousel creative in Canva
- Use AI to generate and refine draft copy while checking accuracy and policy

✓ Practical exercise: Project 1: Campaign Strategy and Creative Pack - audience persona, campaign brief, keyword/audience plan and a small set of ad creatives.

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WEEK 03 — Google Ads: Search and Display

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 5: Google Search Ads

- Google Ads account and campaign structure
- Keyword match types and search intent
- Responsive Search Ads and ad assets
- Bidding strategies and daily budgets
- Campaigns, ad groups, keywords and ads
- Search terms report and negative keywords
- Location, language, schedule and device targeting
- Ad relevance, Quality Score concepts and policy checks

Module 6: Google Display Ads and Remarketing

- Display campaign purpose and use cases
- Placements, topics and exclusions
- Remarketing and audience-list fundamentals
- Display performance metrics and optimisation
- Audience and contextual targeting concepts
- Image and responsive display creative requirements
- Frequency, reach and brand-safety considerations

DETAILED CLASS PLAN

Class 7: Google Ads Account and Search Campaign Setup

- Account structure, billing concepts and campaign goals
- Campaign, ad group, keyword and ad structure
- Search network settings, location and schedule

✓ Practical exercise: Build a draft Search campaign in a training account or guided simulation.

Class 8: Keywords, Ads and Bidding

- Match types, search terms and negative keywords
- Responsive Search Ads and assets
- Bidding options, budget and Quality Score concepts

✓ Practical exercise: Create keyword groups and write a responsive search ad set.

Class 9: Display Advertising and Project 2 Start

- Display targeting, placements and creative formats
- Remarketing basics and exclusions
- Compare Search and Display roles in the funnel

✓ Practical exercise: Project 2: Google Ads Campaign - prepare a Search campaign with keyword plan, ads, budget, targeting and a draft Display/remarketing extension.

WEEK 04 — YouTube Ads and Performance Max

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 7: YouTube Video Advertising

- YouTube advertising ecosystem and campaign objectives
- Skippable in-stream, in-feed and Shorts ad concepts
- Video creative structure: hook, message, proof and CTA
- Video metrics: views, view rate, watch time and conversions
- Video ad formats and placement concepts
- Audience targeting: interests, intent and remarketing
- Budget, bidding and frequency concepts

Module 8: Performance Max and Cross-Channel Campaign Planning

- Performance Max purpose and campaign structure
- Product feeds and Merchant Center concepts (overview)
- Creative coverage and asset quality
- Automation, control limitations and responsible evaluation
- Asset groups, creative assets and audience signals
- Conversion goals and measurement prerequisites
- Search themes and reporting considerations

DETAILED CLASS PLAN

Class 10: YouTube Campaign Planning

- Video campaign objectives and ad formats
- Audience targeting and remarketing
- Video script structure and creative hooks

✓ Practical exercise: Storyboard a 15-30 second video ad for a chosen business.

Class 11: Performance Max Fundamentals

- Asset groups and creative asset requirements
- Audience signals, conversion goals and feed concepts
- Understand automation and reporting limitations

✓ Practical exercise: Prepare a sample Performance Max asset-group plan.

Class 12: YouTube Campaign Build and Project 2 Completion

- Build a draft video campaign and choose audience settings
- Set conversion objective and budget assumptions
- Review campaign setup and policy considerations

✓ Practical exercise: Complete Project 2 with a YouTube campaign plan and a comparison of Search, Display, YouTube and Performance Max use cases.

WEEK 05 — Meta Ads: Facebook and Instagram

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 9: Meta Ads Manager and Campaign Structure

- Meta Business Suite and Ads Manager overview
- Campaign, ad set and ad structure
- Audience targeting: broad, custom and lookalike concepts
- Budget, schedule and bidding fundamentals
- Business portfolio, ad account, page and access roles
- Campaign objectives and conversion locations
- Placements, Advantage+ placements and exclusions

Module 10: Lead Generation and E-commerce Campaigns

- Instant forms and website lead campaigns
- Catalog and product advertising overview
- Retargeting and funnel-based audiences
- Meta advertising policies and special category awareness
- Lead quality and CRM follow-up concepts
- Sales campaigns and website conversion objectives
- Creative formats: single image, carousel, video and Reels

DETAILED CLASS PLAN

Class 13: Meta Ads Manager and Campaign Setup

- Business assets, access and account structure
- Campaign objectives and ad set settings
- Audience, placements, budget and schedule

✓ Practical exercise: Create a draft Meta campaign structure for a selected business.

Class 14: Meta Lead Generation and E-commerce

- Instant forms vs website lead flows
- Sales campaigns, product catalogue and retargeting
- Lead quality and post-click follow-up

✓ Practical exercise: Design a lead-generation campaign and an e-commerce sales campaign plan.

Class 15: Creative Testing and Project 3

- Image, carousel, Reels and video creative formats
- Creative variations, hooks and CTAs
- Campaign policy and review checklist

✓ Practical exercise: Project 3: Meta Ads Campaign - build a campaign plan for lead generation or e-commerce with audience, creative, budget, funnel and measurement plan.

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WEEK 06 — Conversion Tracking, GA4 and Analytics

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 11: Google Analytics 4 and Google Tag Manager

- Why conversion tracking matters
- Events, key events/conversions and traffic acquisition
- Preview/debug workflow and basic tag validation
- Consent and privacy considerations
- GA4 properties, data streams and event concepts
- Google Tag Manager container, tags, triggers and variables
- UTM parameters and campaign naming conventions

Module 12: Meta Pixel, Conversion API and Measurement

- Meta Pixel purpose and browser-side event concepts
- Conversion API fundamentals and server-side event flow
- Test Events and diagnostics
- Data quality checks and measurement plans
- Standard events and custom conversion concepts
- Event matching and deduplication concepts
- Attribution windows and cross-platform reporting limitations

DETAILED CLASS PLAN

Class 16: GA4 Fundamentals and Campaign Measurement

- GA4 reports, events and key events
- Traffic source, medium, campaign and UTM values
- Read acquisition and conversion reports

✓ Practical exercise: Create a measurement plan and interpret a sample GA4 campaign report.

Class 17: Google Tag Manager Practical Setup

- Containers, tags, triggers and variables
- Install/preview a basic analytics or conversion tag in a demo environment
- Debug events and validate firing conditions

✓ Practical exercise: Configure and test a basic GTM event in a training website or sandbox.

Class 18: Meta Pixel, CAPI and Project 3 Tracking Extension

- Pixel and standard event concepts
- Conversion API fundamentals, matching and deduplication
- Consent, privacy and event-quality checks

✓ Practical exercise: Add a tracking plan and measurement validation checklist to Project 3.

WEEK 07 — Landing Pages, CRO, A/B Testing and AI

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 13: Landing Pages and Conversion Rate Optimisation

- Landing page purpose and message match
- Trust signals, forms, mobile experience and page speed concepts
- Conversion Rate Optimisation (CRO) framework
- Experiment limitations and avoiding premature conclusions
- Above-the-fold content, headline, offer and CTA
- Lead forms and e-commerce product pages
- A/B testing: hypothesis, variant, primary metric and duration

Module 14: AI-Powered Performance Marketing

- Use AI to brainstorm audience personas and campaign angles
- Create creative concepts and storyboards with AI tools
- Prompting for campaign briefs, reports and optimisation ideas
- Privacy and responsible use of customer/campaign data
- Generate and refine ad copy variations
- Use AI to summarise campaign data and identify hypotheses
- Human review, factual verification, brand voice and policy compliance

DETAILED CLASS PLAN

Class 19: Landing Page Strategy and CRO

- Landing page structure and message match
- Form friction, CTA placement and trust elements
- Mobile usability and conversion barriers

✓ Practical exercise: Audit a sample landing page and recommend improvements.

Class 20: A/B Testing and Experiment Design

- Form a testable hypothesis
- Choose a single primary metric and define variants
- Understand sample size, test duration and common pitfalls

✓ Practical exercise: Create an A/B test plan for a landing page or ad creative.

Class 21: AI for Performance Marketing

- Prompting for ad copy, personas and creative concepts
- AI-assisted campaign analysis and reporting
- Review AI outputs for accuracy, privacy and platform policy

✓ Practical exercise: Create an AI-assisted campaign pack with human-reviewed copy and creative recommendations.

WEEK 08 **Campaign Optimisation, Reporting and Capstone**

2 MODULES I 3 CLASSES I 6 INSTRUCTOR-LED HOURS

Module 15: Campaign Optimisation, Budgeting and Scaling

- Read campaign dashboards and identify performance trends
- Creative testing and fatigue indicators
- Diagnose high CPC, low CTR, poor conversion rate and high CPL/CPA
- ROAS, profitability and contribution-margin awareness
- Optimise keywords, search terms, audiences and placements
- Budget pacing, bid strategy and scaling fundamentals
- Lead quality and sales feedback loops
- When to pause, adjust, test or scale campaigns

Module 16: Reporting, Client Communication and Capstone

- Build a clear weekly/monthly campaign report
- Compare results with targets and prior periods
- Prepare client or stakeholder review presentation
- Resume, interview and career-readiness preparation
- Explain objective, spend, reach, clicks, conversions and cost metrics
- Separate observations, hypotheses and recommendations
- Portfolio documentation and campaign case-study writing

DETAILED CLASS PLAN

Class 22: Campaign Optimisation and Troubleshooting

- Diagnose common performance problems
- Optimise targeting, keywords, bids, budget and creative
- Prioritise changes and avoid changing too many variables at once

✓ Practical exercise: Review a mock campaign report and prepare an optimisation action plan.

Class 23: Reporting, Attribution and Capstone Workshop

- Build a simple performance report
- Interpret conversion data and attribution caveats
- Prepare campaign recommendations and next steps

✓ Practical exercise: Develop the final integrated campaign plan and performance report.

Class 24: Capstone Presentation and Career Preparation

- Present campaign objective, strategy, audience and creative
- Explain tracking, KPIs, results or simulated outcomes
- Discuss optimisation decisions and lessons learned
- Portfolio, resume and mock interview

✓ Practical exercise: Project 4: Integrated Performance Marketing Capstone - present a complete multi-channel campaign plan with tracking, budget, creative, measurement and optimisation strategy.

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Four Major Practical Projects

GROWTHPILOT PERFORMANCE MARKETING

P1 **Campaign Strategy and Creative Pack**

Schedule: Week 2

Choose a business scenario and prepare a campaign brief, target audience/persona, funnel, keyword or interest plan, budget assumptions, ad copy and basic Canva creatives.

Tools: Audience research, campaign planning, Canva, AI-assisted copy tools

P2

Google Ads Campaign

Schedule: Weeks 3-4

Plan a Google Search campaign with keyword groups, negative keywords, ad copy, targeting, budget and bidding assumptions. Add a Display or YouTube extension and explain the role of Performance Max where relevant.

Tools: Google Ads, Keyword Planner or equivalent research tools, YouTube creative storyboard

P3

Meta Ads Campaign with Measurement Plan

Schedule: Weeks 5-6

Build a Facebook/Instagram lead-generation or e-commerce campaign plan. Define audience, placements, creative variations, conversion objective and tracking plan using GA4, GTM and Meta Pixel/CAPI concepts.

Tools: Meta Ads Manager, Canva, GA4, Google Tag Manager, Meta Pixel/CAPI concepts

P4

Integrated Performance Marketing Capstone

Schedule: Week 8

Develop a complete multi-channel campaign for an education, healthcare, real estate, e-commerce or B2B business. Present objectives, channel mix, budget, audience, creative, landing page, measurement, optimisation and a client-ready report. Results may be simulated if no live budget is available.

Tools: Google Ads, Meta Ads, YouTube Ads, GA4, GTM, Canva and reporting tools

Key Metrics Learners Must Understand

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METRIC	MEANING
Impressions	Number of times an ad is shown.
Reach	Number of unique people/accounts who saw an ad.
CPM	Cost per thousand impressions.
Clicks	Number of clicks recorded by the platform.
CTR	Clicks divided by impressions.
CPC	Cost per click.
Conversions	Defined actions such as a lead submission or purchase.
CVR	Conversions divided by the selected click or session denominator; define the denominator consistently.
CPL / CPA	Cost per lead / cost per acquisition.
ROAS	Attributed revenue divided by advertising spend; not the same as profit or overall ROI.

Tools and Platforms

AREA	TOOLS / PLATFORMS
Paid advertising	Google Ads, Meta Ads Manager, YouTube Ads
Analytics and tracking	Google Analytics 4, Google Tag Manager, Meta Pixel, Conversion API concepts
Creative development	Canva and selected AI-assisted text/image tools
Research and planning	Google Ads Keyword Planner, Google Trends, platform audience insights where available
Landing pages and CRO	A demo website or landing-page builder, form tools and A/B test planning templates
Reporting	Google Sheets or Excel, GA4 reports and advertising platform reports
Collaboration and portfolio	Google Drive, presentation tools and a learner portfolio/repository

Platform interfaces, campaign types, account eligibility and features can change. Training should use the current platform interface available to the batch. Some features, including Conversion API, advanced experimentation and certain campaign types, may require additional account, website or technical setup.

Assessment and Evaluation

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ASSESSMENT	WEIGHT	EVALUATION FOCUS
Class exercises and practical activities	20%	Campaign setup exercises, audience research, creative work and metric calculations.
Weekly assignments and quizzes	15%	Platform concepts, campaign objectives, tracking and optimisation knowledge.
Projects 1-3	30%	Campaign strategy, platform setup, creative quality, measurement plan and rationale.
Final integrated capstone	25%	Multi-channel strategy, budget, tracking, optimisation, reporting and presentation.
Participation and communication	10%	Class engagement, explanation of decisions and professional presentation.

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Suggested completion requirements: learners should meet published attendance requirement, submit all four projects and achieve the stated assessment threshold. CareerByteCode should define the exact pass criteria before enrolment.

Training Methodology and Delivery

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- Hybrid delivery with the same class objectives, worksheets, campaign briefs and project rubrics for classroom and online learners.
- Recommended two-hour class rhythm: 20-30 minutes concept explanation, 35-45 minutes instructor demonstration, 35-45 minutes guided practice and 5-10 minutes recap.
- Use mock campaign briefs and sample reports before learners work with any live advertising accounts.
- Provide platform walkthroughs, campaign planning templates, creative briefs, tracking checklists, sample datasets and report templates.
- Where live campaigns are used, obtain account-owner approval, agree the advertising budget and define who pays for media spend. Media spend is not included in the course fee.
- Teach platform policies, privacy, consent and responsible handling of customer data. Never upload sensitive customer information into public AI tools.
- Provide catch-up material and a defined doubt-clearing process where operationally possible.

Career Support and Portfolio

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- Course completion certificate subject to published attendance and assessment criteria.
- Resume guidance focused on practical campaign planning, platform knowledge and project contributions.
- Portfolio containing campaign briefs, audience plans, keyword research, creative samples, tracking plans and performance reports.
- Mock interviews covering campaign objectives, Google Ads, Meta Ads, metrics, tracking and optimisation scenarios.
- Interview preparation with business cases such as reducing CPL, improving CTR, increasing conversion rate and diagnosing low ROAS.
- Guidance on presenting simulated campaign exercises honestly and distinguishing simulated outcomes from actual paid campaign results.

Commercial Details

GROWTHPILOT PERFORMANCE MARKETING

Course fee: ₹40,000 + applicable GST per learner.

Duration: 8 weeks | 24 classes | 48 instructor-led hours.

Delivery: Hybrid: classroom + online.

Included: Structured classes, guided exercises, four project briefs, assessments, certificate subject to completion criteria, resume support, portfolio guidance, mock interviews and interview preparation.

Advertising spend: Not included in the course fee. Any live campaign spend must be separately approved and funded by the learner/client or provided through a controlled CareerByteCode training account.

Important Academic and Operational Notes

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- The 48 instructor-led hours are intensive. Learners should plan additional practice time between sessions.
- Live campaign execution requires valid advertising accounts, payment methods, platform approval and compliance with platform policies. Use mock or sandbox exercises where live access is unavailable.
- Tracking exercises may require access to a website, tag manager container, analytics property and ad account. Provide a demo website or test environment for learners who do not own a website.
- Conversion API is taught at a fundamentals level; a production server-side implementation is not a promised outcome of this course.
- Use synthetic or consented data for exercises. Follow applicable privacy, consent and data-protection requirements.
- Advanced programmatic buying, marketing automation engineering, advanced server-side tracking, mobile measurement partnerships and enterprise attribution modelling are outside the core eight-week scope.

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THANK YOU

Join the next batch, learn from practitioners, and leave with projects you can show and explain.

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