

SIZCOM

FORMULATING DIGITAL LEADER

The Advanced Digital Marketing
Institute You've Been Looking For



Why Sizcom?

Our vision is to create industry-ready digital marketers who can drive real business growth, not just earn certificates. We provide practical, hands-on digital marketing education through live projects and real campaigns. Our mission is to bridge the gap between learning and real-world performance by focusing on lead generation and performance marketing skills. We prepare students for successful careers, freelancing, and entrepreneurship. We continuously upgrade our curriculum with the latest tools, platforms, and market trends. Above all, we aim to build confident professionals who can help businesses grow and succeed in the digital world.



Agency-based
digital marketing
Institute



Internship in our
agency in UL Cyber
Park



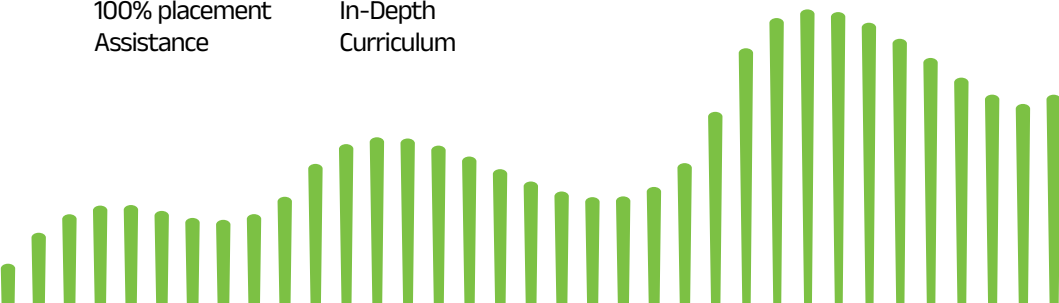
7+ years of
experience



100% placement
Assistance



In-Depth
Curriculum



BEYOND THE BASICS

Why “Normal” Digital Marketing Is No Longer Enough



For years, digital marketing meant a standard playbook: a social media post here, a Google Ad there, and a monthly email blast. This “normal” approach was once enough to get noticed.

But the digital world has shifted. Consumers are overwhelmed, algorithms are smarter, and attention is the new currency. What worked yesterday is fading into the background noise today.

Digital marketing isn't disappearing - it's advancing. Sticking to the old “normal” means risking invisibility.

The brands that will lead tomorrow are those that embrace smarter tools, deeper insights, and more human connections today.

Ready to move beyond normal?

Let's build a marketing strategy
that's as dynamic as your audience.

COURSE OFFERINGS

Your Path to Master Modern Marketing

Choose the program that aligns with your career goals



Growth Marketing

Growth Marketing is a modern approach to digital marketing that combines AI tools, data analytics, and performance marketing to deliver real business results. This course teaches you how to use AI to automate tasks, understand customer behaviour, and optimise campaigns. You will learn to plan and run effective ad campaigns on platforms like Google and Meta, focusing on lead generation, conversions, and ROI-driven marketing, helping you grow businesses faster and smarter.

Growth Marketing with Internship

Everything in the Growth Marketing course, plus a guaranteed real-world internship. Bridge the gap between learning and doing - work on live projects, receive professional mentorship, and build a portfolio from day one.



WHY GROWTH MARKETING?

The convergence of intelligence and execution.

Growth Marketing is the essential evolution of digital strategy, merging AI-integrated intelligence with performance-driven execution to deliver measurable, scalable results. Unlike traditional marketing, it closes the gap between attracting attention and driving action. Here's how it works:

- AI-Integrated Digital Marketing acts as the brain using data and machine learning to personalise content, predict customer behaviour, and automate optimisations in real-time.
- Performance Marketing acts as the engine focusing every tactic on ROI, tracking outcomes like cost-per-acquisition and conversion rates, and testing relentlessly across channels to ensure efficiency.
- Together, they create a powerful growth cycle:
AI identifies opportunities and personalises engagement
Performance Marketing executes and measures impact - Results feed back into AI to refine and improve - Continuous, scalable growth is achieved.

In short, Growth Marketing doesn't just run campaigns, it builds data-fueled growth systems that adapt, learn, and consistently deliver business value.

THIS IS HOW OUR GROWTH MARKETING PROGRAM HELPS YOU

Learn from the industry experts

- 1** Learn from industry-experienced professionals who have worked for international brands and generated real revenue. Get firsthand insights, strategies, and mentorship from those who've built growth in the real world.

Master the concept of Performance Marketing

- 2** Build a strong foundation in ROI-driven marketing. Learn data-driven frameworks and the latest AI tools to optimise campaigns, track metrics that matter, and turn spend into measurable growth.

Build a portfolio with proof

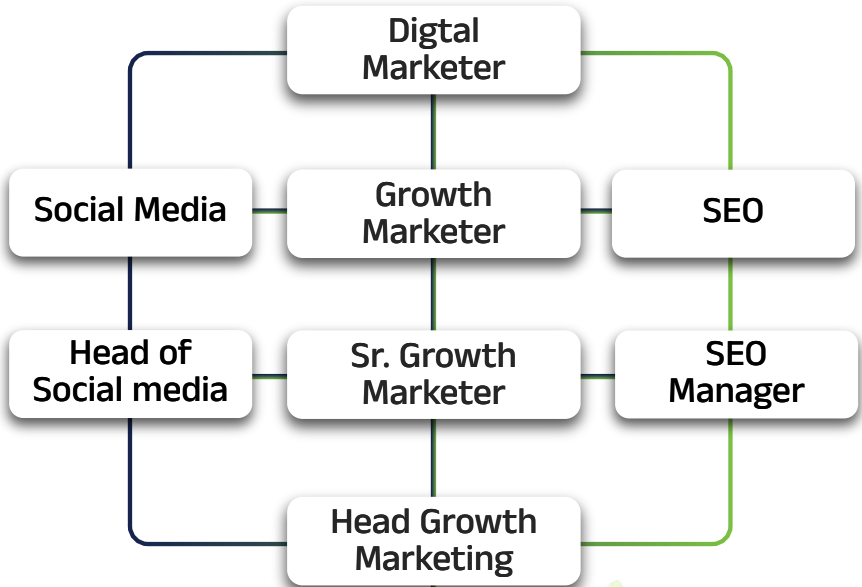
- 3** Work on real client projects, industry assignments, and live campaigns. Apply your skills in practice and graduate with a professional portfolio that shows what you can do - not just what you know.

Grow with our community

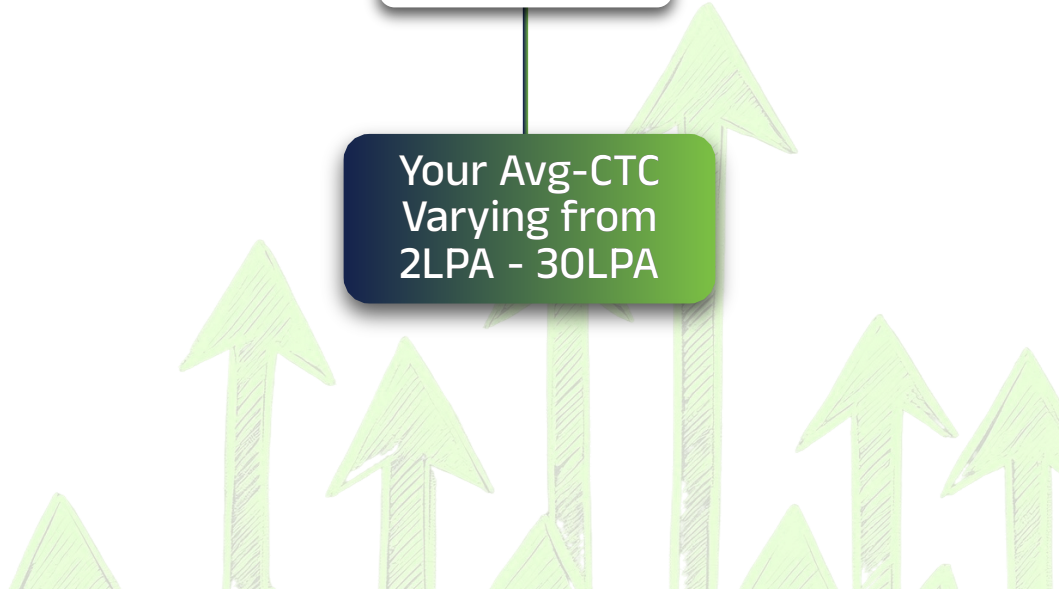
- 4** Join an active network of marketers working for international brands. Access exclusive live webinars, peer discussions, and ongoing support to stay updated and connected in the fast-changing digital landscape.

**WE DON'T
JUST TEACH GROWTH MARKETING
WE BUILD GROWTH MARKETERS.**

YOUR CAREER PATH AFTER THIS GROWTH MARKETING PROGRAM



Your Avg-CTC
Varying from
2LPA - 30LPA



SYLLABUS

— **Market Mapping**

Current Market trends, competitor analysis, customer persona, Ad metrics, Marketing funnel

— **Website Development & Seo**

Professional portfolio development, Mastering Content for SEO, Mastering SEO From Basics to Advanced, Enhancing Link Profile, Business Profile Setup and Optimisation

— **Website Tracking and Analysis**

Expertising in SEO Tools, Live Tracking, Heat Mapping, Site Auditing and error detection

— **Social Media Mastery**

Deep Dive into Meta, Finding and creating target audiences, Ad Copy Foundation, Conversion Tracking, Analysing Competitors' ads, Expertising in TikTok Ads, Mastering Snapchat & Reddit Ads

— **Specialising in Google Ads**

Mastering in PPC Advertising, Campaign Scaling Strategies

— **Shopify Store Building and Customization**

Mastering the creation of fully functional e-commerce stores.

Tools

 Meta

 Google Ads

 ChatGPT

 deepseek

 Claude

 LinkedIn

 Canva

 THEHOTH

 WORDPRESS

 elementor

 wpforms

 Forminator

 RankMath

 Ubersuggest

 ANSWER THE PUBLIC

 SnapChat

 reddit

 TikTok

 DA PA Checker

 MOZ

 ahrefs

 Google Analytics

 Google Tag Manager

 Clarity by Microsoft

 Google Search Console

 Meta pixel

 SEOptimer

 YAMM

 mailchimp

 DETAILED

 Gemini

 perplexity

 Gamma

 grammarly

 UpdraftPlus

Industry-Recognized Certifications

Earn credentials that validate your skills.



HubSpot Academy Certification

Expertise in inbound marketing strategies



Google Certification

AdWords and Google Analytics qualifications



SEMrush Certification

Proficiency in SEO and content marketing



Coursera Certification

Training from top online marketing courses



Certified Growth Marketer

Mastery in growth marketing techniques



STED Certified Professional

Validated skills in specialised marketing and business fields.



Sizcom digital marketing institute is one of the first digital marketing institute in calicut.. They have more other institutions and service centres.. The working culture and teaching syllabus are entirely different... Students can easily adopt the teaching syllabus.. Iam one of the student in the june 2025 batch.

Mohammed Siyad

98% Placement Success

Where Our Graduates Build Their Careers



Sizcom is, without a doubt, the best Digital Marketing Institute Calicut. The course structure is incredibly comprehensive, covering everything from advanced SEO to practical PPC campaigns. The instructors are clearly industry experts, and the hands-on project work has given me the confidence to apply my knowledge immediately. Can be suitable for anyone planning a career in abroad Highly recommend it for anyone serious about a digital marketing career!

Mohammed Irfan



Sizcom digital marketing institute is one of the best digital marketing institute, it's the part of my digital career, I am happy to become a best digital marketer from here ❤️

Fathima Rifa

Our graduates don't just learn growth marketing,

They launch careers with it. With a 98% placement rate, our students join leading companies, start agencies, or accelerate within their current roles.

Learn By Doing

Bridge the gap between theory and
real-world execution.

1 Mock Interviews

Practice with industry professionals. Receive feedback on answers, delivery, and presence to become interview-ready.



2 Marketing Activity Labs

Run campaigns in sandbox environments. Plan budgets, target audiences, and test creatives in real-time workshops.



3 Group Discussions

Solve real brand challenges in teams. Build strategies, debate solutions, and learn collaborative decision making.



4 Presentation Sessions

Master data storytelling. Present performance reviews and client reports with clarity and confidence.



5 Client Pitching

Pitch growth proposals to real business panels. Handle tough Q&A and refine your approach with scored feedback.



WHY IT WORKS



90% of graduates feel interview-ready



1:1 mentor feedback after every session



Portfolio-ready outputs from each module



Build confidence, clarity, and a competitive edge

Ready to take charge of your Growth Journey

Start your first step toward your
Growth Marketing program

Apply online or offline

Application reviewed by our team

Selected Candidate gets a Call

Onboarding in cohorts

Join for the Next Batch Now

Still, you have doubts? Feel free to reach us at
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