



AI Automation for Marketing & Business

Course Brochure

Skill Volume

Automate Your Work. Save Time. Increase Productivity.

Learn how to use AI and no-code automation tools to automate repetitive work, improve marketing workflows, generate content faster, and build practical AI-powered business systems.

Who Should Enroll?

- Students & Fresh Graduates
- Working Professionals
- Digital Marketers
- Business Owners
- Freelancers
- Content Creators
- Anyone interested in AI Automation

Course Overview

Mode: 100% Online

Access: Lifetime

Level: Beginner to Advanced

Learning Format: Self-Paced

Support: WhatsApp & Telegram Community

What You'll Learn

- Understand AI fundamentals
- Write effective AI prompts
- Build no-code automations
- Automate marketing workflows
- Create AI-powered customer support systems
- Generate reports using AI
- Build your first AI agent

Course Curriculum

Module 1: AI Fundamentals for Business

- What is an LLM?
- What AI Can & Can't Do

- Hallucinations & Fact Checking
- AI Tools Landscape
- Where AI Saves Time
- Automation Opportunities

Module 2: Prompt Engineering Basics

- The 4-Part Prompt Formula
- Improving Prompts
- Prompt Libraries
- Common Prompt Mistakes
- ChatGPT vs Claude vs Gemini

Module 3: No-Code Automation Tools

- Zapier vs Make
- Trigger & Action Logic
- Google Forms Integration
- Google Sheets Automation
- Testing & Error Handling
- Free vs Paid Plans

Module 4: Automating Marketing Workflows

- Content Repurposing
- Auto Scheduling
- Email Automation
- WhatsApp Automation
- Publishing Workflows

Module 5: AI for Customer Service & Leads

- Chatbots
- FAQ Bots
- Lead Scoring
- Human Handoff Rules
- WhatsApp Business Automation

Module 6: AI for Data & Reporting

- AI Data Summarization
- Looker Studio
- Self-Updating Dashboards
- Automated Reporting

Module 7: Building Your First AI Agent

- What is an AI Agent?
- Workflow Chaining
- Intent Classification
- Guardrails
- Testing AI Agents

Module 8: Capstone – Your Automation Stack

- Working Automations

- FAQ Bot
- Automated Dashboard
- Time & Cost Savings
- Final Presentation

Course Highlights

- 100% Online Learning
- Lifetime Access
- Lifetime Course Updates
- Downloadable Resources
- Hands-on Assignments
- Real-World Case Studies
- Mentor Support
- WhatsApp Community
- Telegram Community

What You'll Receive After Completion

- Course Completion Certificate
- Internship Opportunity*
- Job Assistance*
- Resume Building Support
- LinkedIn Profile Optimization
- Interview Preparation Support
- Portfolio Building Guidance

*Internship opportunities and job assistance are provided based on learner performance, eligibility, and available opportunities.

Contact Skill Volume

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