



AI INTERMEDIATE

AI Mastery: Level 2 - Content & Marketing

A 3-Week, Hands-On Program to Apply AI to Real Content & Work

Advanced Prompting • Google Workspace AI • Content Writing

Duration 3 Weeks	Course Fee ₹3,499	Mode Offline, Aligarh
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International Institute of Online Learning | iiol.online

Why Join AI INTERMEDIATE?

Knowing AI basics isn't enough - real value comes from applying AI to real content and real productivity tasks. This program takes you from casual AI use to confidently using AI for website content, social media, and day-to-day work with Google Workspace, backed by two hands-on portfolio projects.

Who Can Join

- Students who've completed AI Beginner (or have basic AI knowledge)
- Content Writers & Marketers
- Working Professionals
- Freelancers
- Business Owners

Program Highlights

- Zero Theory - 100% Practical, Hands-On Learning
- Advanced Prompt Engineering & Google Workspace AI
- Write Real Website & Social Media Content with AI
- 2 Real Portfolio Projects by Course End
- Certificate of Completion

Tools You Will Use

- ChatGPT
- Gmail AI
- Google Docs AI
- Canva AI
- Google Sheets AI
- Content Planning Tools

Day-by-Day Curriculum

DAY 1	Advanced Prompt Engineering - Part 1 - Recap of prompt basics + moving to advanced techniques - Context setting, role-based prompting - Hands-on: rewriting weak prompts into expert-level prompts
DAY 2	Advanced Prompt Engineering - Part 2 - Prompt chaining - breaking big tasks into steps - Iterative refinement - improving AI output round by round - Practice: multi-step prompt exercises
DAY 3	Google Workspace + AI - Part 1 - Using AI features inside Google Docs for writing & editing - Using AI in Google Sheets for organizing & summarizing data - Hands-on: AI-assisted document creation
DAY 4	Google Workspace + AI - Part 2 - Using AI to draft, summarize & reply to emails in Gmail - Building simple AI-assisted productivity habits - Hands-on: clear a sample inbox using AI assistance
DAY 5	AI Productivity Workflows - Week 1 Recap - Combining tools into a simple daily productivity workflow - Recap quiz + doubt-clearing session
DAY 6	AI for Website Content - Part 1 - Structuring a landing page with AI assistance - Writing headlines, benefits & CTAs using AI - Hands-on: draft a landing page section
DAY 7	AI for Website Content - Part 2 - Using AI to write a complete blog post - Basic on-page SEO awareness while writing with AI - Hands-on: write a full blog post with AI
DAY 8	AI for Social Media Content - Writing scroll-stopping captions with AI - Generating post ideas & hooks for different platforms - Hands-on: write a week's worth of captions
DAY 9	AI Content Calendar Planning - Planning a content calendar with AI assistance - Balancing content types across a week/month - Hands-on: build a sample content calendar
DAY 10	Brand Voice & Tone with AI - Week 2 Recap - Customizing AI output to match a specific brand voice - Recap quiz + doubt-clearing session
DAY 11	Applied Project - Website Content - Kick-off: write complete website content for a real/sample business - Mentor feedback on first draft
DAY 12	Applied Project - Social Media Calendar - Build a full week's social media content calendar with AI - Mentor feedback on content quality & consistency
DAY 13	Refining & Polishing Projects - Editing and improving both projects based on feedback - Final quality check with mentor support

DAY 14

Presenting Your Projects

- Presenting your website content + content calendar to the batch
- Peer review & discussion

DAY 15

Portfolio Project Submission & Certification

- Final submission of both portfolio projects
- Certificate distribution & Q&A

Get Certified

On successful completion, you will receive IIOL's **AI Mastery: Level 2 Certificate**, along with real website content and a social media content calendar as proof of skill.

Ready to Apply AI to Real Work?

Duration: 3 Weeks | Fee: **₹3,499** | WhatsApp **92594 99005** to Register for a Free Demo