

6-WEEK LIVE ONLINE BOOTCAMP

AI Marketing Engineering.

The best of both disciplines.

Rahul Pandita brings first-hand experience of moving from content writing into AI marketing engineering. Gaurav S brings deep technical expertise as an AI engineer and Director of AI leading multi-million-dollar international AI projects. Together, they teach you how to apply AI to marketing and understand the engineering behind it.

A live online AI marketing course for content writers, SEO professionals and digital marketers. If you work in another department, such as HR, IT or sales, you can join too.

No previous programming experience or computer science degree required.

Your course at a glance

Duration: Six weeks, live online

Fee: ₹9,500, inclusive of all taxes

Weekdays: Monday-Friday. Morning: 9:00-10:00 AM IST. Evening: 10:00-11:00 PM IST. One hour per day for six weeks: 30 live hours.

Weekends: Saturday and Sunday, 2.5 hours per day: 30 live hours over six weeks. Exact timings announced before enrolment.

Practice: Practical assignments alongside the live classes.

Instructors: Rahul Pandita and Gaurav S

Both batches cover the same six-week curriculum.

[Talk to a Course Advisor](#) | [Chat on WhatsApp](#)

Weeks 1-2 / The AI foundations

WEEK 01

Understand how language models work

LLMs, transformers, tokens and model behaviour

- Understand what a large language model (LLM) does and how transformers use context.
- Explore tokens, context windows and why the same question can produce different answers.
- Recognise hallucinations and check an answer against its source.

Practical work: Compare model responses to a marketing brief. Identify useful answers, missing evidence and errors.

Led by Gaurav S

WEEK 02

Give AI the right information

Embeddings, RAG, retrieval and AI citations

- Use embeddings: numerical representations that help a system find related text.
- Understand retrieval-augmented generation (RAG): finding source material before generating an answer.
- Prepare documents, retrieve relevant passages and check citations.

Practical work: Create a small marketing knowledge collection and use it to answer questions with source references.

Led by Gaurav S

Weeks 3-4 / Content, search and agents

WEEK 03

Apply AI to content and SEO

AI in digital marketing, AI search and research-led content

- Understand how AI search changes the way people discover content.
- Research a topic, assess sources and find information that adds value.
- Turn evidence into a useful brief and review a draft for accuracy and voice.

Practical work: Build a research-led content brief with a source list and a clear editorial review checklist.

Led by Rahul Pandita

WEEK 04

Connect models, tools and workflows

AI agents, APIs, MCP and harness engineering

- Understand APIs: the interfaces that let software systems exchange information.
- Explore agents that use tools, and MCP (Model Context Protocol) for connecting AI applications to tools and data.
- Learn harness engineering: the instructions, context, tools and checks around a model that help it complete a task.
- Set approval points, inspect failures and evaluate a workflow's output.
- Protect API keys with environment variables, recognise unsafe inputs and handle API rate limits.

Practical work: Connect a model to a sample marketing workflow and test what happens when a tool fails.

Led by Gaurav S

Weeks 5-6 / Build your systems

WEEK 05

Build an AI content engine

Research, drafting, source checks and review

- Bring a brief, source collection and drafting steps into one repeatable workflow.
- Check factual claims and preserve the intended tone.
- Add human review before publication and document how the system works.

Practical work: Build your content-engine project, test it on a sample brief and improve it after review.

Led by Rahul Pandita & Gaurav S

WEEK 06

Build, connect and review

SEO monitoring, email automation and project integration

- Build an SEO monitoring workflow that organises changes and findings for review.
- Follow a guided email-automation build using sample data and a review step before sending.
- Connect the components, troubleshoot failures and present your projects.

Practical work: Demonstrate your SEO monitoring system and content engine. Explain their inputs, checks and failure handling.

Led by Rahul Pandita & Gaurav S

Your capstones and instructors

Capstone 1: An AI content engine

Build a workflow that takes a brief and source material through research, drafting and checks. Keep human review before publication. Test it on a sample brief and explain how it works.

Capstone 2: An SEO monitoring system

Build a repeatable monitoring workflow that organises search and content findings. Review changes, identify what needs attention and demonstrate the system.

Guided email automation

Follow a guided build using sample data. Include a review step before sending and learn how to handle a failed workflow.

Rahul Pandita

Marketing Leader | 15 years of experience

Rahul has successfully made the transition from content writer to AI marketing engineer. With 15 years in marketing, he understands your work and teaches you how to apply AI to content, research and SEO.

[View Rahul on LinkedIn](#)

Gaurav S

Director of AI | 15 years in technology | Formerly Accenture, HP and HCL

Gaurav is an AI engineer and Director of AI who leads multi-million-dollar international AI projects. His 15 years in technology include experience at Accenture, HP and HCL. He brings hands-on engineering experience to the classroom.

Ask about your batch

[Talk to a Course Advisor](#) | [Chat on WhatsApp](#)

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A message from your mentors

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Think of AI like a car. Knowing how to drive it is useful. Understanding what is happening under the bonnet helps you work out what to do when something goes wrong.

Prompt engineering was the big thing. Now we are talking about AI agents and harness engineering. In 2027, it will be something else. In 2028, something else.

How about you learn the fundamentals on which the big buildings of AI are built?

If you don't understand the fundamentals and only know how to use Claude, Codex or ChatGPT, you will be like 100 other people.

But if you understand the fundamentals, security, environment variables, RAG, rate limiting and how these systems work, you will have an edge. That's how you work towards being in the top 1% of content marketers, digital marketers or SEOs.

We always recommend: don't go for shortcuts. Study hard for two months, and then you will see the results :)

Interested in the wider engineering path? [Explore Forward Deployed Engineer training.](#)