BEVANT

COURSE BROCHURE

ICMA
INTEGRATED CREATIVE & MARKETING ARCHITECT

4 skills.
One course.
One you.

Digital marketing, graphic design, video editing and AI. Six months, trained inside a working agency.

TAP TO CALL · ADMISSIONS OPEN
88487 17824 →

THE OPPORTUNITY

Brands don't hire one skill anymore. They hire the person who can do it all.

Someone who can plan the campaign, design the post, cut the reel and use AI to do it faster. ICMA trains you to be that person.

THE COURSE

6 months. Agency first.

6	4	1
months	skills	certificate

YOUR 6 MONTHS

4 months
Training in all four skills

2
Internship

01 Learn

Four skills taught together, so each one makes the others stronger.

02 Practice

Live campaign projects and real client-style briefs, from the start.

03 Achieve

Two months of internship in the area you choose, then job assistance.

SKILLS 01 AND 02

Plan it.
Design it.

Digital Marketing 01

Plan, launch and improve campaigns across every major channel.

YOU LEARN

SEO, social media strategy, Google Ads, email and WhatsApp campaigns, analytics and brand building.

TOOLS

Google Ads · Meta Ads · Analytics

JOBS

Digital Marketing Executive · SEO Specialist · Social Media Manager · Google Ads Manager

Graphic Design 02

From logo to full brand identity, with a portfolio of your own.

YOU LEARN

Branding, layout, typography and visual communication that stops the scroll.

TOOLS

Photoshop · Illustrator · Canva Pro

JOBS

Graphic Designer · Brand Identity Designer · Social Media Designer · UI/UX Designer

SKILLS 03 AND 04

Film it.
Power it with AI.

Video Editing

03

From raw footage to a finished reel, ad or film.

YOU LEARN

Editing, colour grading, motion graphics and storytelling used by top creators.

TOOLS

Premiere Pro · After Effects

JOBS

Video Editor · Motion Graphics Designer · Content Creator · Social Media Video Editor

Artificial Intelligence

04

Use AI to work faster and better in every creative skill.

YOU LEARN

Prompt engineering, AI-assisted design, content generation and automation tools.

TOOLS

AI design · AI content · Automation

JOBS

AI Creative Designer · AI Content Strategist · AI Marketing Manager · AI Video Producer

THE BEVANT DIFFERENCE

Your classroom is a working agency.



ICMA STUDENTS AT BRIGHT ADZ

ICMA is trained with Bright Adz, a 360° marketing agency in Pattambi and a Meta Business Partner and Google Partner.

→ **Live campaign projects**

Work on real briefs, not just exercises.

→ **Mentors from the industry**

Learn from people who run campaigns every day.

→ **A portfolio of your own**

Leave with work you can show an employer.

MONTHS 5 AND 6

You choose.

After four months of training in all four skills, you pick the one you enjoy most and do your two-month internship in it.

A **Digital Marketing**
Campaigns, ads, SEO and analytics.

B **Graphic Design**
Branding, posts and creative design.

C **Video Editing**
Reels, ads and motion graphics.

D **Or another area you prefer**
Talk to your mentor and decide.

AFTER THE COURSE

Four paths. One program.

01

Corporate jobs

Marketing agencies, companies, media houses and startups.

02

Remote work

Digital skills have no borders. Work from anywhere.

03

Freelancing

Build your own clients and set your own rates.

04

Your own business

Start an agency, a studio or a personal brand.

ROLES YOU CAN STEP INTO

- Brand Designer
- Social Media Manager
- Video Editor
- SEO Specialist
- Digital Strategist
- Motion Designer
- AI Creative
- Freelancer

ICMA

100% job assistance.

We help you with your portfolio, interviews and openings until you start working. Your placement depends on your skill, and we train you to earn it.



ICMA CLASS IN SESSION

ELIGIBILITY

Plus Two pass

FREE BONUS

Personality building

LIFE AT BEVANT

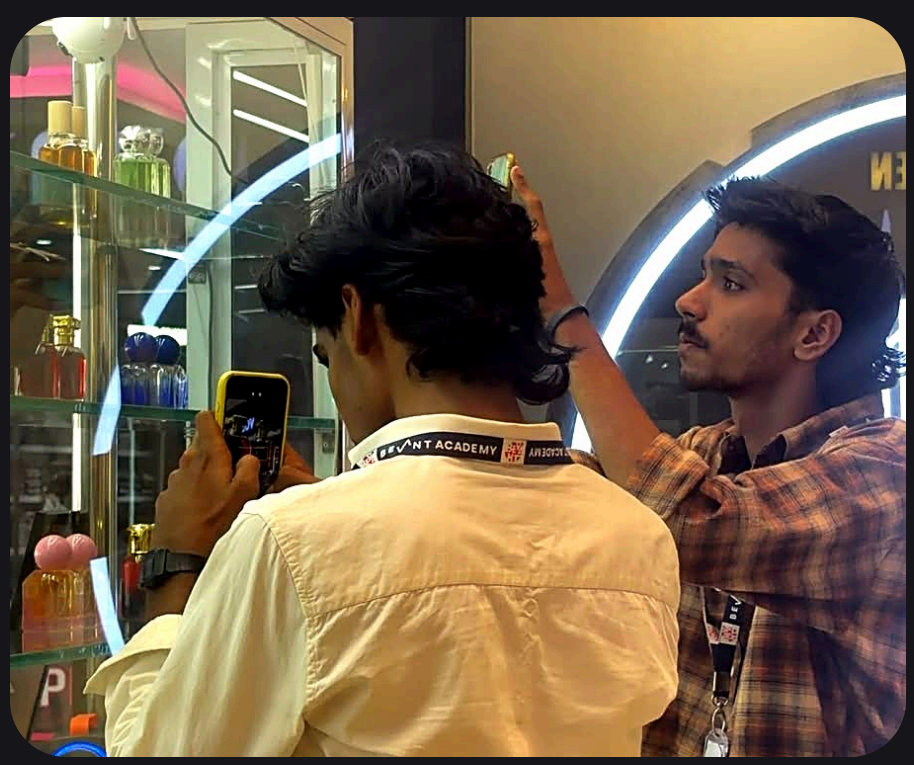
Learning beyond class.

Photography practice out in the field, with real shops and real streets as the classroom.













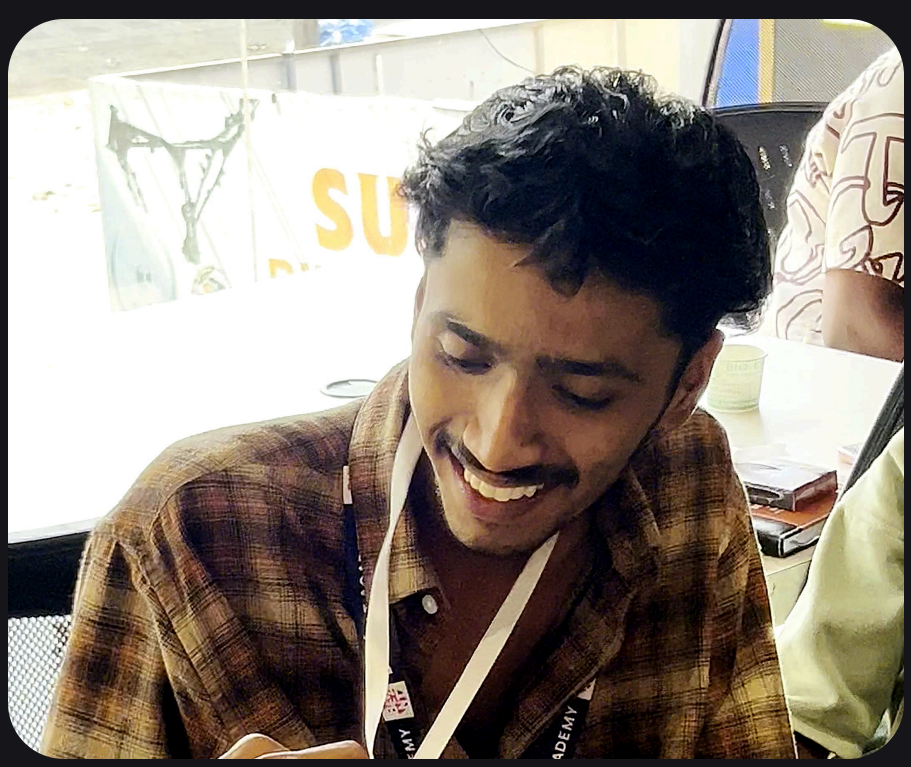
FRESH AURAA

Freshers' day.

Medals, trophies and fun as the new batch joined Bevant Academy.















LIMITED SEATS

Start creating.

Tap a button to talk to us.

CALL
88487 17824 →

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Chat with admissions →

WEBSITE
www.bevant360.com →

INSTAGRAM
@bevant_academy →

VISIT US · OPEN IN MAPS
Perinthalmanna Road, School Padi,
Sankaramangalam, Pattambi, Kerala 679303 →