

hiveschool.

★ FELLOWSHIP PROGRAMME

AI Marketing & Entrepreneurship.

You don't study marketing here. You build it.

6 Months

On-Campus, Gurugram

4 Months Curriculum + 2 Months Placements

₹4.5L + GST

★ As seen on Shark Tank India · Season 4

**NEW AGE
CONTENT**



Watch the brand film · ▶ Scan to watch

★ THE PREMISE

Most programs hand you a syllabus.

We hand you a brand.

Marketing isn't a subject you can finish. It's a craft you build - campaign by campaign, brief by brief, brand by brand. The best marketers in the country didn't learn it in a lecture hall. They learned it by shipping work real people saw, then watching what happened next.

This Fellowship is built on that one idea. From your first week, you aren't taking notes on marketing. You're doing it - on a real venture, with real budget, for real outcomes.

Six months. One real venture. A body of work you can show - not a certificate you frame.

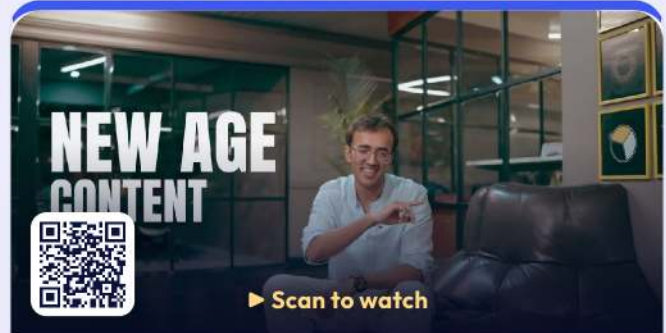
★ WHY THIS IS DIFFERENT

Four things you won't find *in a marketing course.*



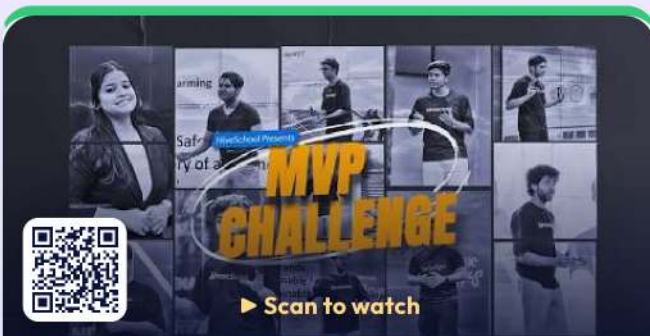
Entrepreneurship-led

Every concept lands on a real venture you build.
The brand is the classroom.



AI-native from Day 1

AI isn't a module bolted on at the end. It runs
through every sprint, taught by every
practitioner.



Challenge-based

Every Wednesday: a real brand, a real brief, a
real deadline. You're judged on the work, not an
exam.



Real work from Week 1

You ship campaigns, build pages, run ads, and
read dashboards from the first month. Your
portfolio writes itself.

Most programs teach, then test. Here, you build - then learn what worked.

Three kinds of people walk in. *All three walk out builders.*

01

"I want to get hired in marketing."

Fresher or early-career. You want a real, hands-on role at a D2C brand, consumer-tech company, agency, or startup.

Performance Marketing Exec

Brand Manager

Content Strategist

Marketplace Manager

Growth Associate

Social Media Manager

SEO/AEO Specialist

02

"I want to build a freelance practice."

Specialists who know the craft are eating the in-house generalist's lunch. You'll leave with skills, a portfolio, and your first clients.

Freelance Performance Marketer

Content Strategist

Social Agency Founder

Marketing Consultant

03

"I want to build my own brand."

You have a product idea or an audience. You'll learn marketing by building a D2C brand from zero - sourcing, branding, listing, marketing, selling.

D2C Founder

Brand Builder

E-Commerce Operator

College students or graduates. Any background, any stream.

Learn it. *Build it.* Prove it.

Every skill in this program moves through the same loop. It's why what you learn sticks - and why you leave able to do the job, not just describe it.

01 Learn

Practitioners deliver the concept in focused sprints. Not theory for theory's sake - the working knowledge a marketer actually uses on Monday morning.



02 Build

You apply it the same week, on the venture you're building. The lesson isn't done when class ends. It's done when it's live.



03 Prove

Every Wednesday you take a real brief into a room and pitch your work to a panel of practitioners. The pressure is the point.



AI runs through all three. You don't take an "AI class" - you learn the AI-powered way to do everything.

Pick what you'll build. *Then build it for six months.*

Entrepreneurship isn't a track tacked on the end. It's the thread the whole program runs on. In Month 1 you choose a venture. Every sprint after that has somewhere to land - your brand, your channel, your agency.

Build a D2C brand

Problem → product → shelf.
Source it, brand it, list it, run ads,
get real customers.

Start a content channel

Build an audience from zero.
Algorithms, formats, growth,
monetisation - by doing it
yourself.

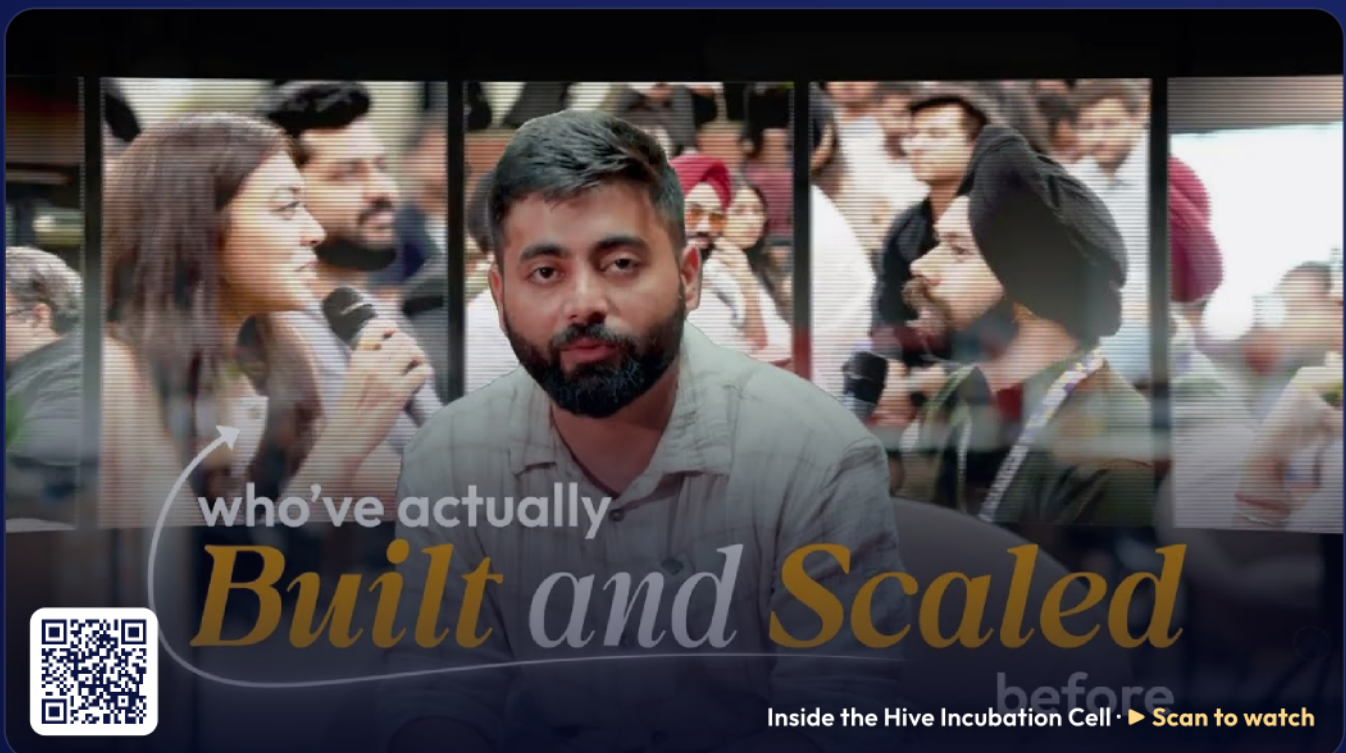
Build a freelance agency

Land real clients, deliver real
work, leave with a portfolio and
revenue.

YOU LEARN	APPLY TO YOUR VENTURE	PROVE IT IN A CHALLENGE
Brand positioning & strategy	Position the brand or channel you're building	Re-brand a real consumer brand in 4 hours
Paid acquisition (Meta / Google)	Run live ads for your store on real budget	Mamaearth vs WOW - the ₹5,000 ad showdown
Content & storytelling	Build your brand's content engine from zero	Viral content strategy for Protein Party
Search (SEO / AEO / GEO)	Audit your brand's search + AI visibility	Fix a real D2C brand's broken search presence
Marketplace operations	List & scale your product on Amazon / Blinkit	Pitch Goat a Blinkit marketplace strategy
AI marketing workflows	Automate a real task in your own venture	Build a working AI marketing agent

If it's worth continuing, *it doesn't have to stop.*

Some ventures outgrow the classroom. When yours does, the Hive Incubation Cell is right downstairs - the same building, the same network, the next chapter.



Real desk space

A seat on a working startup floor - 100+ ventures in the same building.

Founders in reach

200+ founders, CXOs & investors who've built and scaled in India.

Capital conversations

Warm intros to angels and early-stage funds when the metrics are there.

Keep your momentum

Continue your venture with mentor support instead of starting over after the program.

Four tracks. *One complete marketer.*

Brand, Content & Storytelling **8 SPRINTS**

The creative engine - how brands are built and stories are told.

Performance & Growth Marketing **10 SPRINTS**

The growth engine - how campaigns run and money is spent well. B2C and B2B.

AI-Powered Marketing Operations **7 SPRINTS**

The multiplier - how AI turns every workflow from manual to scalable.

Entrepreneurship **BUILD WHILE YOU LEARN**

A real venture, running parallel to it all.

TRACK 1

The creative engine.



Neha Gulati



Siddarth Menon



Simar Sekhri



Aniket Singh

01 Brand Positioning & Consumer Strategy
Identity, positioning frameworks, competitive mapping.

02 Consumer GTM & Campaign Design
Launch sequencing, campaign calendars, channel mix.

03 Storytelling & Narrative Design
Narratives that earn loyalty and word-of-mouth.

04 Content Strategy & Editorial Systems
Pillars, formats (reels, carousels, UGC), content-to-revenue.

05 Short-Form Video: Shoot, Edit & Publish
Phone production, AI editing, hooks, pacing.

06 Building & Growing Social Audiences
Algorithm mechanics, community, monetisation.

07 Personal Branding & Creator Positioning
Niche, LinkedIn presence, thought leadership.

08 Offline Retail & Trade Marketing
Modern trade, shelf strategy, in-store activation.

TRACK 2

The growth engine.



Prabhu Guliani



Ajay Singh



Prashanth Kamath



Vipul Maini



Anupreet Singh



Saurabh Sengupta

09 E-Commerce: Listings, Ads & Analytics
Amazon, Flipkart, Nykaa operations.

10 Quick Commerce: Dark Store Playbooks
Blinkit, Zepto, Instamart strategy.

11 Paid Acquisition: Meta, Google & YouTube
Setup to CAC optimisation.

12 Shopify & D2C Storefront Operations
Store setup, checkout, abandoned-cart flows.

13 Programmatic Advertising & DV360
Media planning, audience segmentation.

14 Search Strategy: SEO, AEO & GEO
2026 search - traditional + AI + local.

15 Marketing Analytics: Funnels & Attribution
Dashboard diagnostics, funnel leaks.

16 B2B Marketing & Demand Generation
LinkedIn, thought leadership, MQL frameworks.

17 Client Acquisition & Modern Selling
Pitching, proposals, winning and keeping clients.

18 Consumer & B2B MarTech Stack
CRM, automation, analytics, attribution.

TRACK 3

The *multiplier.*



Anupreet Singh



Prashanth Kamath



Simar Sekhri

19

AI Foundations for Marketers

LLMs, prompting for marketing, the right mental models.

20

AI Content at Scale

Claude, GPT, Canva AI - 10x speed without losing quality.

21

AI-Powered Campaign Optimisation

Audience research, creative testing, bid management.

22

AI for E-Commerce & Marketplace Ops

Automated listings, pricing intel, demand forecasting.

23

AI-Powered Outreach & CRM Automation

Email sequences, WhatsApp funnels, lead scoring.

24

AI Marketing Agents: Build Your Own

End-to-end agents - generators, trackers, bots.

25

No-Code & Low-Code Marketing Ops

Zapier, Make, Clay, Airtable - no engineers needed.

Wednesday isn't a class. It's a deadline.

Brief drops, 10 AM



Teams formed by 11



Build till 5



Pitch to a panel, 5-8 PM

Every challenge is a live problem from a real brand. You solve it the same week you learn the skill.

01 How Can Dohful Get More Eyes on Zomato?
Listing + visibility for a cookie brand against Oreo and Parle.

02 Pitch Goat a Blinkit Marketplace Strategy
Dark-store entry plan, pricing, 4.2 stars in 60 days.

03 Viral Content Strategy for Protein Party
1M impressions in 30 days, zero ad spend.

04 Mamaearth vs WOW - The ₹5,000 Ad Showdown
Real budget, real Shopify store. Lowest CAC wins.

05 Fix PeeSafe's Amazon Listing
Conversion dropped 23%. Audit it. Present the fix.

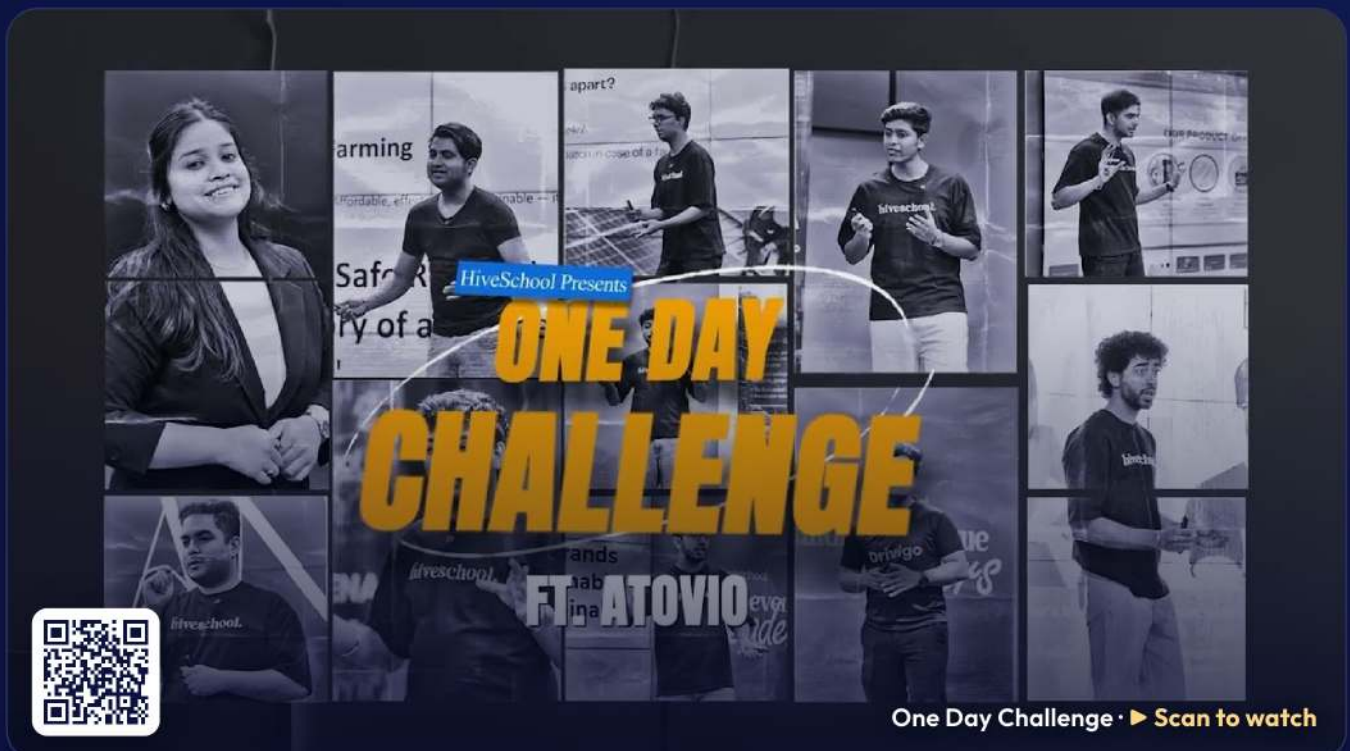
06 30-Day Content Calendar for Fixmycurls
Pivot from product-led to education-led content.

07 Sleepy Owl Cracks Modern Trade
Trade pricing, shelf strategy, online-offline loop.

08 WhatsApp Re-Nurture Funnel
5-message sequence to win back cart abandoners.

09 Build an AI Competitor Price Tracker
No-code system that monitors 5 rivals daily.

10 The Broken Dashboard - Find the Leak
ROAS fell 4x → 1.8x. 48 hours. Find it.



Every Saturday, you walk *into a real business.*

Not case studies about Tata and Reliance. The actual factory floor, the actual office, the actual founder. You see how revenue really gets made - before you're asked to make it.



Dohful

How a cookie brand cracks retail.



Big Boy Toyz

Inside a ₹500 Cr luxury-car business.



PeeSafe

From factory to shelf - the full supply chain.



Fixmycurls

Building a haircare brand from scratch.



Culture Circle

Community-led growth in fashion.

★ A WEEK IN THE LIFE

A glimpse into a week at HiveSchool.

MON	TUE	WED CHALLENGE DAY	THU	FRI	SAT FIRST PRINCIPLES
Brand Positioning & Consumer Strategy SESSION BY Neha Gulati Former Head of Brand, Nestlé	E-Commerce Ops — Amazon & Flipkart SESSION BY Prabhu Guliani Former Head of Growth, Libas	Brief drops — a real brand, a real problem 10:00 AM	Search Strategy — SEO, AEO & GEO SESSION BY Anupreet Singh CRO, Gan.ai	Short-Form Video: Shoot, Edit & Publish SESSION BY Simar Sekhri CMO, HiveSchool	Brand / factory visit — the real business OFF-CAMPUS
Meta Ads Lab — Live Campaign Build 8 HOUR SPRINT Prashanth Kamath Director Marketing, Straive	Content Strategy & Editorial Systems SESSION BY Siddharth Menon Former CMO, Epigamia	Teams build through the day 11 AM – 5 PM	Consumer GTM & Campaign Design OUT OF CLASS	Funnel Analytics & Attribution QUIZ	Quick Commerce — dark-store playbooks SESSION BY Ajay Singh Head of Quick Commerce, Cipla
Venture Build — Founder's Track BUILD BLOCK	AI Content Workshop HANDS-ON LAB	Pitch to a practitioner panel 5 – 8 PM	AI Marketing Agents — Build Your Own 8 HOUR SPRINT Vipul Maini Director, Cvent	Venture Work — your brand, live BUILD BLOCK Saurabh Sengupta Former Sr VP, Zomato	Founder fireside + Personal Brand Building 1-1 COACHING

Six months, *told in five chapters.*

Month 1

Foundations & First Move

LEARN Positioning, GTM, content, AI foundations.

BUILD Choose your venture; define the niche.

PROVE First brand visit + opening challenge.

Month 2

Performance & First Revenue

LEARN Meta/Google/YouTube ads, Shopify, e-comm, q-comm.

BUILD First real campaign on real budget; first revenue.

PROVE The ₹5,000 ad showdown.

Month 3

Depth, B2B & AI

LEARN Programmatic, SEO/AEO, funnels, B2B & ABM, AI workflows.

BUILD Scale the venture; deploy your first AI agent.

PROVE Marketplace + dashboard challenges.

Month 4

Capstone & Pitch Day

LEARN Personal branding, offline retail.

BUILD Finalise the portfolio.

PROVE Founder's Track Pitch Day to a panel.

Months 5–6

Placements (or keep building)

LEARN Interview craft, recruiter prep.

BUILD Continue your venture with Incubation support.

PROVE Mock interviews & recruiter processes.

★ PRACTITIONERS, NOT PROFESSORS

Eleven practitioners. *Not professors.*

People building India's fastest-growing brands. They teach the way they work - by example.



Neha Gulati

Brand Management & Building

Former Head of Brand, Nestlé



Siddarth Menon

GTM & Campaign Planning

Former CMO, Epigamia

epigamia



Simar Sekhri

Content & Storytelling

CMO, HiveSchool

hiveschool



Aniket Singh

Retail / Offline Expansion

CBO, Snitch

SNITCH



Prabhu Guliani

E-Commerce: Amazon + Flipkart

Former Head of Growth, Libas

Libas



Ajay Singh

Quick Commerce

Head of Quick Commerce, Cipla

Cipla



Prashanth Kamath

Digital Marketing

Director Marketing, Straive

Straive



Vipul Maini

B2B Marketing for Consumer Tech

Director Marketing, Cvent

cvent



Anupreet Singh

Decoding Numbers & Funnels

CRO, Gan.ai

spaceship



Saurabh Sengupta

The Art of Modern Selling

Former Sr VP, Zomato

zomato



Nikhil Gaur

The Founder's Track

Founder, HiveSchool

hiveschool

Three paths out.

All of them real.

Agencies

- Performance Marketing Exec
- Programmatic Specialist
- Digital Marketing Exec
- Media Planner
- SEO Specialist

GroupM · Dentsu · WPP · Publicis

D2C Brands

- Online Marketplace Manager
- E-Commerce Exec
- Quick Commerce Manager
- Key Account Manager
- Growth Associate

Mamaearth · boAt · Noise ·
Lenskart · Nykaa

Consumer Tech & Services

- Content Marketing Associate
- Brand Marketing Associate
- Growth Associate
- Social Media Manager
- Community Manager

Swiggy · Zomato · Urban
Company · Zepto · Blinkit

Or build your own - a freelance agency or a D2C brand, with paying clients and a portfolio you already started inside the program.

Either way, you leave with the same thing - proof of work, not a promise.

★ THE SCHOOL BEHIND THE PROGRAM

India's only *revenue-focused business school.*

HiveSchool exists to build the people who drive the number that matters most. The Fellowship is one of its programs - backed by the same faculty, the same campus, and the same standard.

★ As seen on Shark Tank India · Season 4

Hindustan Times

The Print

The Tribune

ANI News

Daily Hunt



**India's First
B-School
to get Featured**

HiveSchool on Shark Tank India ▶ Scan to watch

The image features a large group of people, including students and faculty, posing for a group photo. In the background, a screen displays the 'SHARK TANK INDIA' logo. A QR code is located in the bottom left corner of the image area. The text 'India's First B-School to get Featured' is overlaid on the bottom left, and 'HiveSchool on Shark Tank India ▶ Scan to watch' is overlaid on the bottom right.

★ LIFE AT HIVE

It feels less like a college. *More like a startup floor.*

100+ startups in the building

200+ founders, CXOs & investors in reach

In the heart of Gurugram, Huda City Centre

24-hour campus access

PITCH ARENA

Take the campus tour · ▶ Scan to watch

your **JOURNEY** starts **HERE**

Campus Life · ▶ Scan to watch

ENTREPRENEUR
SEASON 2

Campus Life · ▶ Scan to watch

What a day at Hive
Looks Like

Campus Life · ▶ Scan to watch

Hive School
basketball mixer

Campus Life · ▶ Scan to watch

What it takes to get in.

₹4,50,000 + GST

01

Discovery Call with our Head of Admissions

A one-on-one conversation to understand your background, goals, and aspirations. This stage helps us assess intent and gives you space to share your story.

02

Business Case Discussion with Panel

Work through a detailed case with our admissions team to showcase your problem-solving and strategic thinking, and how the program aligns with your career trajectory.

03

Culture Fit Call

We assess your professional mindset, collaboration style, and long-term goals to ensure alignment with HiveSchool's culture - a cohort that challenges one another and upholds high standards.

College students or graduates. Any background, any stream.

hiveschool.

You can read about marketing for six months. *Or you can spend six months doing it.*

We'd pick doing.

[Explore - Life at HiveSchool →](#)

You don't study marketing here. You build it.

