DIGITAL MARKETING COURSE CURRICULUM

Course Duration

- 3–6 Months (Beginner to Advanced)
- Mode: Classroom / Online / Hybrid
- Eligibility:Students,Freshers,WorkingProfessionals, Entrepreneurs

MODULE 1: Digital Marketing Fundamentals

- Digital Marketing ka complete introduction
- Traditional Marketing vs Digital Marketing
- Digital Marketing ecosystem & channels
- Customer journey & buyer persona creation
- Sales funnel (Awareness, Consideration, Conversion)
- Branding & online visibility basics
- Industry-based case studies

MODULE 2: Website Planning & Development

- Domain & hosting ka detailed concept
- Website types (Business, Blog, E-commerce, Landing Page)
- CMS overview (WordPress fundamentals)
- Website structure & navigation planning
- Landing page design principles
- Call-to-Action (CTA) & lead forms
- UI/UX fundamentals
- Conversion Rate Optimization (CRO)
- Website audit process

MODULE 3:Search Engine Optimization (SEO)

1.On-Page SEO

- Search engines ka working process
- Keyword research (Short-tail, Long-tail, LSI)
- Meta title & description optimization
- URL structure & heading tags
- SEO-friendly content writing
- Image optimization & internal linking

2.Off-Page SEO

- Backlinks concept & importance
- Types of backlinks
- Guest posting strategy
- Business listings & citations

- Local SEO optimization
- Social bookmarking

3.Technical SEO

- Website speed optimization
- Mobile-friendly SEO
- Crawling & indexing
- Sitemap & robots.txt
- Schema markup
- SEO audit using tools

MODULE 4: Search Engine Marketing (SEM / PPC)

- Paid marketing overview
- Google Ads account setup
- Keyword research for ads
- Match types & ad structure
- Search ads creation
- Display ads & YouTube ads
- Conversion tracking
- Bidding & budget strategy
- Campaign optimization & scaling

MODULE 5: Social Media Marketing (SMM)

- Social media platforms overview
- Facebook page setup & growth
- Instagram profile optimization

- LinkedIn marketing for B2B
- Twitter (X) basics
- Content strategy & planning
- Monthly content calendar creation
- Reels & short-form video strategy
- Organic growth techniques

MODULE 6: Social Media Advertising

- Meta Ads Manager overview
- Campaign objectives & funnel mapping
- Audience targeting (Custom, Lookalike)
- Ad creative & copywriting
- A/B testing
- Retargeting campaigns
- Scaling profitable ads

MODULE 7: Content Marketing

- Content marketing strategy
- Blog writing (SEO-optimized)
- Copywriting frameworks (AIDA, PAS)
- Video & reel content planning
- Script writing for short videos
- Storytelling in digital marketing
- AI tools for content creation

MODULE 8: E-Commerce Marketing

- E-commerce business models
- Product listing optimization

- E-commerce SEO techniques
- Paid ads for e-commerce
- Funnel & retargeting strategy
- Cart abandonment recovery

MODULE 9: Web Analytics & Reporting

- Google Analytics (GA4) setup
- Google Search Console
- Traffic & user behavior analysis
- KPI tracking & goal setup
- ROI calculation
- Client & management reporting

MODULE 10: AI in Digital Marketing

- Introduction to AI in marketing
- AI tools for content creation
- AI for ad optimization
- ChatGPT usage for marketing tasks
- AI design & automation tools
- Productivity enhancement using AI

MODULE 11: Freelancing & Career Development

- Freelancing platforms overview
- Profile creation & optimization
- Proposal writing techniques

- Client communication & handling
- Pricing & negotiation strategy
- Resume building
- Interview preparation
- Agency & startup model basics

MODULE 12: Live Projects & Internship

- Live website SEO project
- Real-time Google Ads campaign
- Live social media ad campaigns
- Budget planning & execution
- Performance optimization
- Industry case studies
- Internship / experience certificate

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