

Digital Marketing Course Curriculum

An 8 weeks comprehensive and practical course outline for **In-Depth Hands-On Training on Digital Marketing**, with **1 hour per session, 5 sessions per week**. This curriculum is designed for aspiring digital marketers, freelancers, business owners, and students aiming to master practical skills.

Course Objectives

By the end of this course, learners will be able to:

- Develop, implement, and manage digital marketing strategies.
 - Perform SEO, run Google Ads, and manage social media campaigns.
 - Analyze campaign performance using analytics tools.
 - Build a personal brand and/or promote a business online.
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Course Curriculum

Module 1: Foundations of Digital Marketing

Duration: 1 Session

- What is Digital Marketing?
 - Traditional vs. Digital Marketing
 - Core Components: SEO, SEM, SMM, Email, Content, Analytics
 - Buyer Journey & Digital Funnels
 - Hands-on: Setting up a Google Account, and Intro to Google Workspace
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Module 2: Website Planning & WordPress Basics

Duration: 2 Sessions

- Importance of Websites in Digital Marketing
 - Domain, Hosting & CMS Overview
 - Installing WordPress
 - Creating Pages, Menus, Blog Posts, and Forms
 - Basic SEO & Speed Optimization
 - Hands-on: Create a personal/business blog
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Module 3: Search Engine Optimization (SEO)

Duration: 3 Sessions

- How Search Engines Work
- Keyword Research using Google Keyword Planner, Ubersuggest
- On-Page SEO (Meta Tags, URL Structure, Headings, etc.)
- Off-Page SEO (Backlinks, Guest Posting, etc.)

- Technical SEO (Mobile Friendly, Robots.txt, Sitemaps)
 - Tools: Google Search Console, Yoast SEO
 - Hands-on: Optimize a blog post for SEO
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Module 4: Social Media Marketing (SMM)

Duration: 3 Sessions

- Social Media Platforms & Their Audiences
 - Creating Business Pages (Facebook, Instagram, LinkedIn)
 - Content Calendar & Scheduling Tools (Canva, Buffer)
 - Paid Campaigns – Facebook & Instagram Ads
 - Ad Objectives, Targeting, Budgeting, and A/B Testing
 - Hands-on: Design and schedule posts; Run a demo ad
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Module 5: Google Ads (Search Engine Marketing - SEM)

Duration: 2 Sessions

- Google Ads Structure: Campaigns, Ad Groups, Keywords
 - Creating Search Ads, Display Ads
 - Bidding Strategies & Ad Extensions
 - Understanding Quality Score
 - Hands-on: Create and simulate a Google Ads campaign
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Module 6: Email Marketing

Duration: 1 Session

- Building an Email List (Lead Magnets, Landing Pages)
 - Writing Effective Emails (Subject, CTA, Design)
 - Campaign Automation
 - Tools: Mailchimp / Brevo (formerly Sendinblue)
 - Hands-on: Create a campaign and analyze reports
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Module 7: Content Marketing & Strategy

Duration: 2 Sessions

- Importance of Content in Digital Marketing
 - Blogging, Video, Podcast, Infographics
 - Content Creation Tools: Canva, ChatGPT, Grammarly
 - Building a Content Strategy
 - Hands-on: Write and publish a blog post with visuals
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Module 8: Affiliate & Influencer Marketing

Duration: 1 Session

- What is Affiliate Marketing?
 - Affiliate Networks (Amazon, ClickBank, etc.)
 - Influencer Outreach Strategies
 - Hands-on: Sign up for an affiliate program and generate a link
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Module 9: Analytics & Performance Tracking

Duration: 2 Sessions

- Introduction to Google Analytics (GA4)
 - UTM Parameters & Campaign Tracking
 - Conversion Tracking (Google Tag Manager Basics)
 - Generating Reports & Insights
 - Hands-on: Connect a site with Google Analytics and track goals
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Module 10: Online Reputation & Local SEO

Duration: 1 Session

- Importance of Reviews and Brand Image
 - Google My Business Setup & Optimization
 - Local SEO Strategies
 - Hands-on: Create and optimize a GMB profile
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Module 11: Freelancing & Career Opportunities

Duration: 1 Session

- Building Your Digital Portfolio
 - Finding Freelance Projects (Upwork, Fiverr, LinkedIn)
 - Personal Branding on LinkedIn
 - Resume & Interview Preparation
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Capstone Project (Final Week)

Duration: 2 Sessions

- Develop a Full Digital Marketing Strategy for a Sample Business
 - Include SEO, SMM, Content Plan, Ads, and Analytics
 - Present Campaign Strategy with Goals and KPIs
 - Group/Individual Presentation & Feedback
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Deliverables

- Course Completion Certificate
 - Portfolio Website or Blog
 - Practical Campaign Assets (Ad copies, designs, etc.)
 - Templates (Content calendar, SEO checklist, email copy)
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Tools Covered

- WordPress, Google Analytics, Google Ads, Canva
- Mailchimp, Ubersuggest, Google Search Console
- Facebook/Instagram Ads, Google Tag Manager, Buffer
- ChatGPT (for content ideation), Grammarly