

# Digital Marketing Course Curriculum

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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: 2 Sessions*

- 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: 4 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: 6 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: 6 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: 4 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: 2 Sessions*

- 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: 4 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: 2 Sessions*

- 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: 4 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: 2 Sessions*

- 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: 2 Sessions*

- 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: 4 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