DIGITAL MARKETING COURSE SYLLABUS

Tools Included: GoogleAds | MetaAdsManager | GoogleAnalytics | GTM | Semrush

Course Overview

The Digital Marketing Course is a professionally structured, practice-driven program crafted for beginners and aspiring marketers who want to build strong digital marketing skills. Throughout this training, students learn how to create, manage, and optimize marketing campaigns across social media, Google Ads, email platforms, and content systems

The curriculum covers everything from fundamental marketing concepts and audience research to advanced advertising strategies, analytics, and a real-world capstone project

Learn from Experienced Mentors

Gain hands-on training from industry professionals with years of digital marketing experience, guiding you through real campaigns, tools, and case studies

Offline & Online Classes Available

Choose between interactive classroom sessions or live online training—designed for convenience, flexibility, and practical learning

Affordable Course Fee & Short Duration

Course Fee: **₹22,000**
Training Duration: **45 days**

COURSE SYLLABUS

Module 1: Introduction to Digital Marketing (Days 1–2)

- **Day 1:** Introduction to Digital Marketing
  - Definition, importance, benefits
  - Traditional Marketing vs Digital Marketing

- **Day 2:** Overview of Digital Marketing Channels
  - Social Media, PPC, Email, Content, Affiliate

Module 2: Social Media Marketing – Basics + Facebook & Instagram Ads (Days 3–17)

- **Day 3–4:** Introduction to Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter)
- **Day 5–6:** Organic Social Strategy & Content Planning
- **Day 7–8:** Community Management & Engagement
- **Day 9–10:** Social Media Analytics & Reporting (basic metrics)
- **Day 11–12:** Facebook Ads: Setup, Targeting & Creatives
- **Day 13–14:** Instagram Ads: Setup, Targeting & Campaign Optimization
- **Day 15–17:** Practical Project: Run a Social Media Campaign

Module 3: PPC / Google Ads (Days 18–37)

- **Day 18:** Introduction to PPC & Google Ads
- **Day 19–20:** Keyword Research & Search Campaign Setup
- **Day 21–22:** Display Campaigns & Remarketing
- **Day 23:** Writing Ad Copy & Designing Creatives
- **Day 24:** Bid Strategies & Budgeting
- **Day 25–26:** Conversion Tracking & ROI Optimization
- **Day 27–28:** Google Ads Tools & Reporting Dashboards
- **Day 29–30:** Campaign Optimization & A/B Testing
- **Day 31–37:** Practical Project: Run a Google Ads Campaign

Module 4: Digital Marketing Strategy & Capstone Project (Days 38–45)

- **Day 38:** Understanding Audience & Market Research
  - Buyer personas, segmentation, competitor analysis
- **Day 40–41:** Campaign Planning, Channel Selection, Budgeting & Timeline
- **Day 42–45:** Capstone Project Execution & Presentation