



DIGITAL MARKETING FUNDAMENTALS - SYLLABUS

WEEK - 01	Introduction to Digital Marketing
WEEK - 02	Marketing Strategy & Consumer Journey
WEEK - 03	Website & Blogging Basics
WEEK - 04	Search Engine Optimization (SEO)
WEEK - 05	Social Media Marketing (SMM)
WEEK - 06	Paid Advertising (SEM/PPC)
WEEK - 07	Email Marketing
WEEK - 08	Content Marketing
WEEK - 09	Influencer & Affiliate Marketing
WEEK - 10	Analytics & Reporting
WEEK - 11	Tools & Automation
WEEK - 12	Final Project & Certification

