**Week 1: Introduction to Digital Marketing**

* **Class 1:** What is Digital Marketing? Overview and Real-World Examples
* **Class 2:** Key Components of Digital Marketing (SEO, SEM, Social Media, Email, Content)
* **Class 3:** Setting Course Expectations and Career Paths

**Project:** Write a blog post or social media post for a chosen business/product.

**Week 2: Introduction to Website Building**

* **Class 4:** Basics of Websites: Structure and Importance for Digital Marketing
* **Class 5:** Building a Simple Website with HTML/CSS/JavaScript or Wix
  + How to use a drag-and-drop builder (Wix) or simple HTML/CSS for web pages
  + Building navigation and linking pages
* **Class 6:** Introduction to User Experience (UX): Simple Ways to Improve Website Design

**Project:** Create a basic 3-page website using **Wix** or **HTML/CSS/JavaScript** (Home, About, and Contact).

**Week 3: Basics of Search Engine Optimization (SEO)**

* **Class 7:** What is SEO? Introduction to On-Page and Off-Page SEO
* **Class 8:** Simple Keyword Research Techniques (Google Keyword Planner)
* **Class 9:** Basic SEO Tools and Their Uses (Google Search Console, Yoast SEO Alternative for Wix or HTML Sites)

**Project:** Perform keyword research and optimize the content of a blog post or website for SEO.

**Week 4: Content Marketing Essentials**

* **Class 10:** Introduction to Content Marketing: Why It’s Important
* **Class 11:** Types of Content: Blog Posts, Videos, Social Media
* **Class 12:** Basics of Copywriting: How to Write Engaging Content

**Project:** Create a content calendar for the next month, including blog post ideas and social media topics.

**Week 5: Introduction to Social Media Marketing**

* **Class 13:** Overview of Social Media Platforms (Facebook, Instagram, Twitter)
* **Class 14:** Basics of Social Media Strategy: Organic Content vs. Paid Content
* **Class 15:** Setting Up Business Accounts on Facebook and Instagram

**Project:** Create and optimize a Facebook or Instagram business page for a local business or personal brand.

**Week 6: Facebook and Instagram Advertising Basics**

* **Class 16:** Introduction to Paid Social Media Advertising (Facebook and Instagram)
* **Class 17:** Setting Up a Basic Facebook/Instagram Ad Campaign
* **Class 18:** Simple Ad Targeting Techniques and Metrics

**Project:** Create a mock Facebook or Instagram ad campaign with targeted audiences.

**Week 7: Email Marketing Fundamentals**

* **Class 19:** Why Email Marketing Still Matters
* **Class 20:** Building and Managing an Email List
* **Class 21:** Basics of Email Marketing Tools (MailChimp)

**Project:** Create a simple email newsletter campaign for a product or service using MailChimp.

**Week 8: Introduction to Google Analytics**

* **Class 22:** Introduction to Web Analytics and Tracking
* **Class 23:** Basic Google Analytics Setup for Websites
* **Class 24:** Overview of Key Metrics: Traffic Sources, Pages, Users

**Project:** Set up Google Analytics on your **Wix** or **HTML/CSS/JavaScript** website and track the traffic.

**Week 9: Basic Video Marketing**

* **Class 25:** Introduction to Video Marketing: Why Video Content is Powerful
* **Class 26:** Simple Tools to Create and Edit Videos (Canva, iMovie)
* **Class 27:** Uploading and Optimizing Videos for YouTube

**Project:** Create a short promotional video (under 2 minutes) for a product or service and upload it to YouTube.

**Week 10: Local SEO and Google My Business**

* **Class 28:** What is Local SEO? Importance for Local Businesses
* **Class 29:** Setting Up and Optimizing Google My Business
* **Class 30:** Local Directories and Citation Building

**Project:** Set up and optimize a Google My Business profile for a local business or service.

**Week 11: Introduction to E-commerce Marketing**

* **Class 31:** Overview of E-commerce Marketing (Simplified)
* **Class 32:** Setting Up a Basic Online Store Using **Shopify** or **HTML/CSS/JavaScript**
* **Class 33:** Basic Product Listing and Description Optimization

**Project:** Set up a simple online store with at least 3 products listed.

**Week 12: Advanced Digital Marketing Concepts & Portfolio Building**

* **Class 34:** Introduction to Influencer Marketing
  + What is Influencer Marketing?
  + Tools to find influencers and collaborate with them
  + Measuring influencer campaign success
* **Class 35:** Introduction to Affiliate Marketing
  + What is Affiliate Marketing and how it works
  + Setting up a basic affiliate marketing campaign
  + Best practices for promoting affiliate products
* **Class 36:** Building and Showcasing Your Digital Marketing Portfolio
  + Creating a portfolio website
  + Showcasing projects: case studies for SEO, ads, social media
  + Presenting your portfolio to employers or clients

**Final Project:**  
Create a professional portfolio website that includes:

* Case studies from at least 3 of your course projects (SEO, social media campaign, content marketing).
* A final mock digital marketing campaign (SEO, paid ads, email strategy) for a chosen business or brand.

**Key Features of the Curriculum:**

1. **Step-by-Step Progression:** Starts with fundamental concepts and builds up to advanced, practical skills.
2. **Hands-On Projects:** Weekly projects allow students to apply what they’ve learned, making learning experiential and practical.
3. **Market-Ready Skills:** The course prepares students for real-world jobs with a portfolio that showcases their abilities and digital marketing knowledge.
4. **In-Demand Concepts:** Covers essential tools like Google Analytics, social media advertising, SEO, and more that are highly sought after in the job market.

This updated 12-week curriculum provides a solid foundation in digital marketing, with hands-on experience through **HTML/CSS/JavaScript** or **Wix** for website building. Each week builds on the last, ensuring that students graduate with the practical skills needed to succeed in the digital marketing industry.