

ADVANCE DIGITAL MARKETING

Class Syllabus
6 MONTH **COURSE**

(3 MONTH ONLINE/OFFLINE COURSE + 3 MONTH INTERNSHIP)



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About Us

At **Joshguru Technologies Pvt. Ltd.** (formerly Joshguru), we are dedicated to providing skill-based education that empowers students and professionals for real-world success.

As a leading EdTech company and **Digital Marketing Institute in India**, we bridge the gap between theory and practical learning by offering industry-relevant courses at affordable prices.

Our expert trainers, with years of industry and teaching experience, have trained numerous students, professionals, and entrepreneurs in Digital Marketing and other in-demand skills.

At Joshguru, we believe that practical knowledge is the key to career growth. Join us and take the next step toward a successful future! 

Our Mission

Joshguru's mission is to provide skills development education to youth in every village and corner of India. Joshguru help all capable youth to change their skills, their presence of mind and the lives of their families. We are on here to provide a skill based learning to every interested student, professional, entrepreneur or a person of any background in very affordable prize.

Our Vision

Our Vision is to make more and more youth independent so that they do not bother for jobs after 12th, and can live their life in a better way



Why Digital Marketing?

Today's life revolves around the Internet. Digital is bigger than physical. Our day starts not with the newspaper but catching news snippets on apps like InShorts or Buzzfeed. From booking a cab to college, to buying that latest fashion online, to asking Google for all our answers, we have come to depend on Mr. WWW for everything. The digital world today is not a dream. It is a reality staring us in the face, with limitless possibilities and countless avenues of success. It is dynamic. Forever transforming, adapting and throwing up new surprises. As terabytes of data get consumed every nanosecond, the mathematics of it all is staggering.

How we help you?

Digital Marketers today need to know it all. The challenge is to consistently stay ahead of the curve for which students need to learn much more than just the basics. They need a programme that sets a high standard of knowledge and a strong base for a budding marketing career. With Joshguru's Programme in Digital Marketing and Branding, we make sure that our experts prepare our learners for not just landing that dream job but also arm them with the latest skills and expertise to hold on to for a sharp and upward career graph. This programme is unique as it is geared towards providing a long-term career in digital marketing with a focus towards not only the tools & techniques used in digital marketing but also on business & leadership skills that will equip the students to become future leaders in this fast-paced digital world.

Modules Overview

- 1- Website Designing
(Wordpress)
- 2- Basics of HTML /css

Week 1-2

- 1- Google Ads
- 2- Google Search Console
- 3- Google Analytics

Week 5-6

Meta Ads

Week 10

Content Writing

Week 3

Graphic Designing
(Canva)

Week 7

- 1- Email Marketing
- 2- Affiliate Marketing

Week 11-12

**Search Engine
Optimization (SEO)**

Week 4

**Social Media
Optimization (SMO)**

Week 8-9

**3 MONTHS
Paid
Internship**

Website Designing (Wordpress)

Summary :

In this Module, you will learn how to design websites using WordPress. You will gain the skills to create and customize websites using WordPress's user-friendly interface, themes, and plugins. Whether you're new to web design or looking to expand your skills, this Module will teach you everything you need to know to create professional and engaging websites.

Area Covered :

- WordPress basics
- Theme selection and customization
- Plugin management
- Responsive design
- E-commerce setup

Content Marketing

Summary :

In our module, you will learn the art and science of content writing. You will discover how to create engaging, informative, and persuasive content for various platforms and audiences. From blog posts to social media content, you will gain the skills to craft compelling messages that captivate and inspire readers. Whether you're a beginner or looking to enhance your writing skills, this module will provide you with the tools and techniques to become a successful content writer.

Area Covered :

- Mastering the art of storytelling
- Understanding the basics of content writing
- Learning how to structure content
- Developing skills in crafting compelling headlines and introductions to engage readers

Search Engine Optimization (SEO)

Summary :

In this module, you'll learn how to design websites that are not only visually appealing but also optimized for search engines (SEO). We'll cover topics such as keyword research, on-page optimization, and website structure, helping you create websites that rank well and attract organic traffic.

Area Covered :

- Keyword research
- On-page optimization
- Off-page optimization
- Content optimization
- Local SEO

Google Ads, Search Console, Analytics

Summary :

In this module, you'll learn about Google Ads, Search Console, and Analytics. You'll discover how to create effective ad campaigns, analyze website performance, and optimize your site for search engines. Whether you're new to digital marketing or looking to enhance your skills, this module will provide you with valuable insights and strategies.

Area Covered :

- Mastering the art of storytelling
- Understanding the basics of content writing
- Learning how to structure content
- Developing skills in crafting compelling headlines and introductions to engage readers

Graphic Designing (Canva)

Summary :

In this Module, you will learn how to design websites using WordPress. You will gain the skills to create and customize websites using WordPress's user-friendly interface, themes, and plugins. Whether you're new to web design or looking to expand your skills, this Module will teach you everything you need to know to create professional and engaging websites.

Area Covered :

- Canva basics
- Creating graphics
- Incorporating images and graphics
- Graphic design principles
- Branding and consistency

Social Media Optimization (SMO)

Summary :

In our module, you will learn the art and science of content writing. You will discover how to create engaging, informative, and persuasive content for various platforms and audiences. From blog posts to social media content, you will gain the skills to craft compelling messages that captivate and inspire readers. Whether you're a beginner or looking to enhance your writing skills, this module will provide you with the tools and techniques to become a successful content writer.

Area Covered :

- Profile optimization
- Content optimization
- Engagement
- Hashtag usage
- Analyzing and optimizing performance

Meta Ads

Summary :

In this module, you'll learn all about Meta Ads. We'll cover how to create effective ads on Meta platforms like Facebook and Instagram, targeting the right audience, and optimizing your ads for better results. Whether you're new to advertising or looking to improve your ad campaigns, this module will give you the skills you need to succeed.

Area Covered :

- Campaign setup
- Ad creation
- Monitoring and optimization
- Meta ad platforms

Email Marketing

Summary :

In this module, you'll learn all about email marketing! We'll cover everything from building an email list to creating engaging campaigns that drive results. Whether you're new to email marketing or looking to improve your strategy, this program will help you master the art of email marketing.

Area Covered :

- Building an email list
- Email campaign creation
- Email automation
- Email analytics

Training Methodology

♦ Beginner
— Expert

Digital Marketing Knowledge

Practical 2.

To understand better what you have learnt in theory, you are being delivered practical learning simultaneously by trainers who also share the industry tricks and techniques with you.

Theory 1.

To make the base strong, you are being imparted in-depth theory at Joshguru by trainers who are industry leaders and experts having years of experience in Digital Marketing domain.

Assignments 3.

To check your progress and the understanding on the subject you are being given regular assignments and this is the way trainers here take away the flaws in you if it's there.

Case Study 4.

In Joshguru you work on real and live examples to get you have the full exposure of the digital marketing industry before you step in to it.

Certification 6.

We provide you with an industry recognized certificate as we have made our brand and have participated in various events.

Evaluation 5.

Your regular assessment is done through the evaluation of the assignments that are being given to you during the training period. Based on the evaluation you have various doubt clear sessions at Joshguru.



Digital Marketer 7.

By the time you complete your training you have already become a complete digital marketing professional as all your rough edges are being treated during the training it self

Still Confused about Digital Marketing ?

These Points might help you makeup your Mind:

- Every company, from the smallest startup to the largest brand, needs digital marketer today.
- Out of almost 159,000 tech startups in India like Joshguru, only 118 are unicorns. Why? the best startup companies are Flipkart, Swiggy and many more have focused on Digital Marketing for outreach.
- Even Political Parties use digital marketing. The NDA government led by BJP came into power by becoming the first party make the use of digital marketing. BJP spent a total of 100 crore on the 2024 campaign. Other parties like AAP and Congress also begun to hiring digital marketers.
- All the YouTubers and Instagram celebrities you see everyday, found success by learning digital marketing.
- Unlike other courses like MBA and B. Tech which take 2-4 years to finish, you can learn digital marketing within few months.

REASONS WHY JOSHGURU

- Covering 25+ Modules
- 50+ Case Studies
- Expert Faculty from IIT and IIIT
- 100% Job Assistance Gaurantee**
- Real time training with 20+ Tools
- Interview and Resume Building classes
- Affordable & High-Quality Education
- Affordable fee for Life changing Education
- Continuous Assessment with Assignments
- Practical training in live projects with Industry Experts



Certification



Certificate of Completion

This Certificate is proudly presented to

For successfully completing the

*course from **Joshguru Technologies Pvt. Ltd.***

Antar Pandey

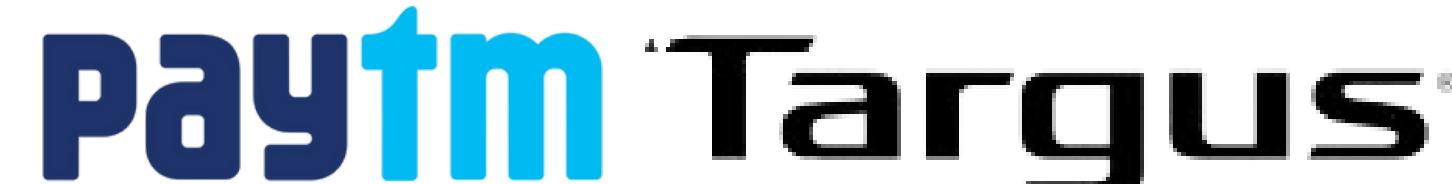
(Co-Founder, COO)



HR

Joshguru Technologies Pvt. Ltd.

Our Placement Partners



“JOSHGURU
is the institute where
leaders of today
began their journey as
BEGINNERS”

THANKYOU



www.joshguru.com



Support@joshguru.com



+91 87997 85275