

DIGITAL MARKETING COURSE – 3 MONTHS (108 HOURS)

Mode: Offline / Online (Live)

Duration: 3 Months (12 Weeks)

Schedule: 6 Days / Week

- 3 Days × 2 Hours
- 3 Days × 1 Hour

Total Duration: 108 Hours

This comprehensive program is designed to take students from fundamentals to advanced execution, with a strong focus on practical skills, performance marketing, automation, and AI-powered workflows.

MONTH 1 – FOUNDATION, COPYWRITING & CREATIVES

Week 1 – Digital Marketing Foundation & Copywriting

- Digital marketing ecosystem & career paths
 - Customer journey & funnel understanding
 - Copywriting principles & psychology
 - Frameworks: AIDA, PAS, Hook–Story–Offer
 - Writing ad copies, captions & CTAs
- Practical: Copywriting for 3 business categories

Week 2 – Canva Designing for Digital Marketing

- Canva interface & brand kit setup
 - Color psychology & typography
 - Layout systems for ads & posts
 - Designing creatives for social media & ads
 - Basic animations & export formats
- Practical: Design a campaign with 6 creatives

Week 3 – Content Strategy, Reels & AI Basics

- Content pillars & posting strategy
- Reel content structure & hooks
- Caption writing with intent
- Introduction to AI tools for content

Practical: 15-day content calendar + reel scripts

MONTH 2 – PERFORMANCE MARKETING & CONVERSION

Week 4 – Meta Ads Fundamentals

- Meta Business Manager & ad account setup
- Campaign objectives & funnel mapping
- Audience targeting (Core, Custom, Lookalike)
- Pixel & event concepts

Practical: Lead generation campaign structure

Week 5 – Meta Ads Advanced & Optimization

- Creative testing & scaling strategies
- Lead forms & WhatsApp ads
- Retargeting basics
- Reading metrics (CPL, CTR, CPM)

Practical: Campaign optimization analysis

Week 6 – Social Media Marketing & Influencer Strategy

- Platform-specific strategies (Instagram, Facebook, LinkedIn)
- Personal branding for founders & businesses
- Influencer marketing fundamentals
- AI-powered content calendars

Practical: Social media & influencer strategy plan

Week 7 – Email Marketing, CRM & Automation

- Email marketing funnels
- CRM systems & lead lifecycle
- Automation sequences
- AI-based personalization

Practical: Email automation flow design

MONTH 3 – WEBSITE, SEO, GOOGLE ADS & AI

Week 8 – Website Development (WordPress)

- Domain, hosting & SSL concepts
 - WordPress dashboard & themes
 - Elementor page builder
 - Forms & lead capture
- Practical: Build a 5-page business website

Week 9 – SEO Foundations & On-Page SEO

- How search engines work
 - Keyword research & search intent
 - On-page SEO optimization
 - Content SEO basics
- Practical: Optimize website pages

Week 10 – Technical SEO, GEO SEO & AEO

- Technical SEO basics & Core Web Vitals
 - Local / GEO SEO & Google Business Profile
 - Answer Engine Optimization (AEO)
- Practical: SEO audit checklist

Week 11 – Google Ads & LinkedIn Marketing

- Google Ads search campaign setup
 - Keyword match types & ad copywriting
 - Campaign optimization basics
 - LinkedIn profile optimization & lead generation
- Practical: Google Ads plan + LinkedIn profile optimization

Week 12 – AI Tools Mastery, Final Project & Certification

- Advanced AI tools overview (ChatGPT, Perplexity, Claude, Gemini, Midjourney)
- AI workflows for marketing tasks
- Building case studies & portfolios
- Final integrated project
- Review, assessment & certification