

Digital Marketing Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

Course Overview

The Digital Marketing Course at GIDM is a **complete, job-oriented program** designed to train students in all core and advanced digital marketing skills. This course covers **SEO, Google Ads, Social Media Marketing, Content Marketing, Web Analytics, AI tools, and Automation**, with hands-on projects, internships, and placement support.

What You Will Learn

- Complete digital marketing ecosystem
 - Organic & paid marketing strategies
 - Website traffic growth & lead generation
 - Branding, performance & analytics
 - AI tools & marketing automation
 - Freelancing, jobs & business growth
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Detailed Course Modules

Module 1: Introduction to Digital Marketing

- What is digital marketing?
 - Traditional vs digital marketing
 - Digital marketing channels overview
 - Customer journey & funnel
 - Career opportunities
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Module 2: Website Planning & Basics

- Website fundamentals
- Domain & hosting basics
- Introduction to WordPress
- Website structure & UX basics
- Landing page concepts

Module 3: Search Engine Optimization (SEO)

- SEO fundamentals & types
- Keyword research & analysis
- On-page & technical SEO
- Off-page SEO & link building
- Local & E-commerce SEO

Module 4: Content Marketing & Blogging

- Content marketing strategy
- Blogging fundamentals
- SEO content writing
- Copywriting basics
- Content promotion techniques

Module 5: Social Media Marketing (SMM)

- Facebook & Instagram marketing
- LinkedIn & YouTube marketing
- Organic growth strategies
- Social media content planning
- Community & brand management

Module 6: Paid Advertising (PPC)

- Google Ads fundamentals
- Search, Display & Video ads
- Meta Ads (Facebook & Instagram)
- Campaign setup & optimization
- Budgeting & ROI tracking

Module 7: Email Marketing & Automation

- Email marketing basics
- Lead generation funnels
- Email tools & automation
- Drip campaigns

- CRM integration basics
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Module 8: Web Analytics & Reporting

- Google Analytics 4 (GA4)
 - Google Tag Manager (GTM)
 - Conversion & event tracking
 - Dashboard & report creation
 - Performance analysis
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Module 9: AI & Marketing Automation Tools

- AI tools for content & ads
 - Automation workflows
 - Chatbots & conversational AI
 - Personalization using AI
 - Ethical AI practices
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Module 10: Online Reputation & Affiliate Marketing

- Online reputation management (ORM)
 - Affiliate marketing basics
 - Influencer collaborations
 - Brand trust & reviews
 - Monetization strategies
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Module 11: Freelancing & Career Preparation

- Freelancing platforms overview
 - Client acquisition strategies
 - Proposal & pricing methods
 - Resume & interview preparation
 - Portfolio building
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✂ Practical Training & Live Projects

- Live website & campaign handling
- SEO & Ads real-time projects

- Social media page management
 - Analytics & reporting tasks
 - Final digital marketing project
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Certification & Placement Support

- Industry-recognized certification
 - Internship opportunities
 - 100% placement assistance
 - Career counseling & mock interviews
 - Freelancing & startup guidance
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Frequently Asked Questions (FAQs)

Q1. Who can join this course?

Students, graduates, job seekers, freelancers, entrepreneurs, and business owners.

Q2. Is prior experience required?

No, this course starts from basics and goes to advanced level.

Q3. Is this course practical?

Yes, 100% practical training with live projects.

Q4. Will I get a job after this course?

We provide internship and placement support.

Q5. Can I start freelancing after this course?

Yes, we guide you step-by-step for freelancing and client handling.

Build a Successful Digital Marketing Career with GIDM

Learn, practice, and get placed with industry-focused digital marketing training.

