

# Digital Marketing Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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## 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.

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## 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

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## **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

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## **Module 4: Content Marketing & Blogging**

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

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## **Module 5: Social Media Marketing (SMM)**

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

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## **Module 6: Paid Advertising (PPC)**

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

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## **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.

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## Build a Successful Digital Marketing Career with GIDM

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

