

Digital Marketing – Full Course Syllabus

Course Overview

This Digital Marketing course is designed to provide complete knowledge of online marketing strategies, tools, and techniques. The syllabus focuses on practical training, real campaigns, and industry-relevant skills to make learners job-ready, freelancer-ready, and business-ready.

Module 1: Introduction to Digital Marketing

- What is digital marketing and its importance
 - Traditional vs digital marketing
 - Digital marketing channels overview
 - Career opportunities in digital marketing
 - Understanding online consumer behavior
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Module 2: Website Planning and Basics

- Importance of websites in digital marketing
 - Website structure and user experience
 - Basics of HTML and CMS overview
 - Introduction to WordPress
 - Landing pages and conversion basics
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Module 3: Search Engine Optimization (SEO)

- SEO fundamentals and terminology
 - On-page SEO techniques
 - Off-page SEO and link building
 - Technical SEO basics
 - Keyword research and competitor analysis
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Module 4: Search Engine Marketing (SEM)

- Introduction to Google Ads
 - Search, display, and shopping ads
 - Keyword bidding strategies
 - Ad copy creation and optimization
 - Campaign tracking and optimization
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Module 5: Social Media Marketing (SMM)

- Social media platforms overview
 - Facebook, Instagram, LinkedIn marketing
 - Content strategy and posting calendar
 - Paid social media advertising
 - Social media analytics and insights
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Module 6: Content Marketing

- Importance of content marketing
 - Blog writing and website content
 - Video and visual content strategies
 - Content planning and storytelling
 - Content performance measurement
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Module 7: Email Marketing

- Email marketing fundamentals
 - Email tools and platforms
 - Campaign creation and automation
 - List building and segmentation
 - Email analytics and optimization
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Module 8: Affiliate and Influencer Marketing

- Affiliate marketing concepts
 - Affiliate networks and platforms
 - Influencer marketing strategies
 - Brand collaboration techniques
 - Performance tracking and ROI
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Module 9: Online Reputation Management (ORM)

- Understanding online reputation
 - Managing reviews and ratings
 - Brand monitoring tools
 - Crisis management strategies
 - Building brand trust online
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Module 10: Conversion Rate Optimization (CRO)

- Understanding user behavior
 - Landing page optimization
 - A/B testing basics
 - Funnel optimization
 - Improving lead conversions
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Module 11: Web Analytics

- Introduction to Google Analytics
 - Tracking website traffic
 - User behavior analysis
 - Conversion and goal tracking
 - Data-driven decision making
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Module 12: Marketing Automation

- Introduction to marketing automation
- Automation tools overview

- Lead nurturing workflows
 - CRM integration basics
 - Automation best practices
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Module 13: E-Commerce Marketing

- Digital marketing for eCommerce
 - Product listing optimization
 - Shopping ads and remarketing
 - Marketplace marketing basics
 - Customer retention strategies
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Module 14: Mobile Marketing

- Mobile marketing concepts
 - SMS and WhatsApp marketing
 - App-based marketing strategies
 - Mobile user behavior
 - Mobile campaign optimization
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Module 15: Digital Marketing Tools

- SEO tools overview
 - Social media management tools
 - Email marketing tools
 - Paid ads and analytics tools
 - Reporting and tracking tools
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Module 16: Freelancing and Personal Branding

- Freelancing platforms overview
- Creating a digital marketing portfolio
- Personal branding strategies
- Client communication skills

- Pricing and proposal techniques
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Module 17: Real-World Projects

- SEO live project
 - Google Ads campaign project
 - Social media marketing project
 - Content and email campaign project
 - Final project presentation
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Learning Outcomes

- Plan and execute digital marketing strategies
 - Run SEO, paid ads, and social campaigns
 - Analyze marketing performance using tools
 - Generate leads and grow online presence
 - Work as a marketer, freelancer, or entrepreneur
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Career Opportunities

- Digital Marketing Executive
- SEO Specialist
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