

# 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.

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## 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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