

10 Weeks Digital Marketing Training Syllabus

WEEK 1: INTRODUCTION TO DIGITAL MARKETING

- Overview of Digital Marketing Landscape
- Importance of Digital Marketing in Today's World
- Digital Marketing Channels and Platforms

WEEK 2: WEBSITE AND SEO BASICS

- Understanding Websites and Web Design Principles
- Introduction to Search Engine Optimization (SEO)
- On-Page and Off-Page SEO Techniques

WEEK 3: GOOGLE ANALYTICS AND DATA ANALYSIS

- Introduction to Google Analytics
- Setting up Google Analytics Account
- Understanding Key Metrics and Reporting

WEEK 4: PAY-PER-CLICK (PPC) ADVERTISING

- Introduction to PPC Advertising
- Google Ads and Bing Ads Basics
- Keyword Research and Ad Campaign Setup

WEEK 5: SOCIAL MEDIA MARKETING

- Overview of Social Media Platforms (Facebook, Instagram, Twitter, LinkedIn)
- Creating and Optimizing Social Media Profiles
- Social Media Content Strategy

WEEK 6: EMAIL MARKETING

- Building Email Lists and Segmentation
- Creating Effective Email Campaigns

- Email Automation and Tools

WEEK 7: CONTENT MARKETING

- Understanding Content Marketing Strategy
- Creating High-Quality and Engaging Content
- Content Distribution and Promotion

WEEK 8: AFFILIATE MARKETING AND INFLUENCER MARKETING

- Introduction to Affiliate Marketing
- Finding and Joining Affiliate Programs
- Influencer Marketing Strategies and Campaigns

WEEK 9: DIGITAL MARKETING ANALYTICS AND REPORTING

- Advanced Google Analytics Features
- Understanding Conversion Tracking
- Creating and Interpreting Digital Marketing Reports

WEEK 10: ADVANCED DIGITAL MARKETING STRATEGIES

- Retargeting and Remarketing Strategies
- Mobile Marketing and App Marketing
- Digital Marketing Trends and Future Outlook

AFTER COURSE ASSIGNMENTS:

1. Digital Marketing Campaign: Students will create a complete digital marketing campaign for a real-world business or a fictional one. This campaign should include SEO, PPC, social media, email marketing, and content marketing strategies.
2. Analytics and Reporting Project: Students will set up Google Analytics for a website (it could be their portfolio website or a fictional website) and create a detailed analytics and reporting document showcasing key metrics, insights, and recommendations.

3. Case Study Analysis: Students will choose a successful or unsuccessful digital marketing campaign and analyze it in detail. They should evaluate its strategies, execution, results, and lessons learned. This exercise will help them understand real-world digital marketing scenarios and strategies.

By the end of this Digital Marketing course and assignments, students should be well-equipped with the essential skills and knowledge required to plan, execute, and analyze digital marketing campaigns across various channels. They will be ready to start their careers in Digital Marketing in the IT and marketing industry.

