

## Digital Marketing - 3 Months (Weekend Program)

### Month 1: Digital Marketing Foundations

#### Week 1

Introduction to Digital Marketing  
What is Digital Marketing?  
Digital vs. Traditional Marketing  
Understanding Funnels and Buyer Personas

#### Week 2

Branding, Strategy & Content Planning  
Elements of Digital Strategy  
Content Buckets and Calendars  
Branding Do's and Don'ts

#### Week 3

Social Media Marketing  
Facebook, Instagram, LinkedIn, Youtube basics  
Optimizing Profiles for Business  
Organic vs. Paid Content

#### Week 4

Meta Ads Manager  
Campaign Types (Awareness, Traffic, Conversions)  
Targeting, Budgeting & A/B Testing

### Month 2: Advertising & Tools

<b>Week 5</b>	Google Ads Search, Display and YouTube Ads Google Keyword Planner
<b>Week 6</b>	SEO Basics On-Page & Off-Page SEO Keyword Research & Optimization Introduction to Google Search Console
<b>Week 7</b>	Email Marketing Tools (Mailchimp etc) Campaign Setup & List Segmentation Email Copywriting Best Practices
<b>Week 8</b>	Analytics & Reporting Google Analytics Basics Tracking Goals, Conversions Monthly Reporting Format
<b>Month 3: Implementation &amp; Projects</b>	
<b>Week 9</b>	Website & Landing Page Overview Free Website Builders (Wix/WordPress) Landing Page Best Practices

<b>Week 10</b>	Canva & Content Creation Templates for Ads, Stories, Posts Content Design Guidelines
<b>Week 11</b>	Project Work Launching a Demo Ad Campaign Tracking Results
<b>Week 12</b>	Final Assessment & Certification Student Presentations Feedback & Career Path Discussion