

Digital Marketing - 3 Months (Weekend Program)	
Month 1: Digital Marketing Foundations	
Week 1	<p>Introduction to Digital Marketing</p> <p>What is Digital Marketing?</p> <p>Digital vs. Traditional Marketing</p> <p>Understanding Funnels and Buyer Personas</p>
Week 2	<p>Branding, Strategy & Content Planning</p> <p>Elements of Digital Strategy</p> <p>Content Buckets and Calendars</p> <p>Branding Do's and Don'ts</p>
Week 3	<p>Social Media Marketing</p> <p>Facebook, Instagram, LinkedIn, Youtube basics</p> <p>Optimizing Profiles for Business</p> <p>Organic vs. Paid Content</p>
Week 4	<p>Meta Ads Manager</p> <p>Campaign Types (Awareness, Traffic, Conversions)</p> <p>Targeting, Budgeting & A/B Testing</p>
Month 2: Advertising & Tools	

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

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