

DIGITAL MARKETING

COURSE SYLLABUS

Become an Industry-Ready Digital Marketing Professional!



Duration
3-4 Months



Mode
Online/Offline
(Amritsar)



Certification
IIDMD Certified
Digital Marketing
Professional



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MODULES 1-2

01

DIGITAL MARKETING FUNDAMENTALS

- Introduction to digital marketing & the marketing funnel.
- Traditional vs. digital marketing.
- Setting up a digital marketing strategy.
- Understanding target audience & buyer personas.
- Overview of all digital channels (SEO, SEM, SMM, Email, Content, Affiliate).



02

WEBSITE PLANNING & WORDPRESS BASICS

- Domain & hosting basics
- WordPress website setup
- Basic landing page design principles
- Website structure for marketing (UX fundamentals)



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MODULES 3-4

03

SEARCH ENGINE OPTIMIZATION (SEO)

- How search engines work (crawling, indexing, ranking)
- Keyword research & search intent
- On-page SEO (titles, meta tags, headers, internal linking)
- Off-page SEO & backlink building
- Technical SEO (site speed, mobile-friendliness, sitemaps, schema)
- Local SEO & Google Business Profile optimization
- SEO tools: Google Search Console, SEMrush/Ahrefs, Ubersuggest.

04

GOOGLE ADS (PPC/SEM)

- Google Ads account structure & campaign setup
- Search, Display, Video & Shopping campaigns
- Keyword match types & negative keywords
- Ad copywriting & extensions
- Bidding strategies & budget management
- Conversion tracking & Google Analytics integration
- Performance Max & AI-driven campaigns



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MODULES 5-6

05

SOCIAL MEDIA MARKETING

- Platform strategy: Facebook, Instagram, LinkedIn, YouTube, Twitter/X.
- Content planning & calendars.
- Organic growth strategies.
- Meta Ads Manager (Facebook & Instagram Ads).
- Audience targeting, retargeting & lookalike audiences.
- Influencer marketing basics.



06

CONTENT MARKETING

- Content strategy & content calendars
- Blog writing & copywriting fundamentals
- Storytelling for brands
- Video content & reels strategy
- Content repurposing across channels



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MODULES 7-8

07

EMAIL MARKETING & AUTOMATION

- Building email lists
- Email campaign design (Mailchimp/other tools)
- Drip campaigns & automation workflows
- Subject lines, CTAs & deliverability basics
- A/B testing emails



08

ANALYTICS & DATA DRIVEN MARKETING

- Google Analytics 4 (GA4) setup & navigation
- Tracking goals, events & conversions
- Reading and interpreting reports
- Google Tag Manager basics
- ROI measurement across channels



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MODULES 9-10

09

E-COMMERCE & AFFILIATE MARKETING

- E-commerce marketing fundamentals (Shopify/WooCommerce)
- Marketplace advertising (Amazon Ads basics)
- Affiliate marketing models
- Conversion rate optimization (CRO) basics



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AI TOOLS IN DIGITAL MARKETING

- AI for content creation & ideation
- AI for ad copy & creative generation
- AI for SEO & keyword research
- Automating workflows with AI tools



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MODULES 11-12

11

FREELANCING & CAREER BUILDING

- Building a personal portfolio
- Pitching to clients & writing proposals
- Freelance platforms (Upwork, Fiverr)
- Resume building for digital marketing roles
- Interview preparation



12

CAPSTONE LIVE PROJECT

- End-to-end campaign planning for a real/simulated business
- Execution across SEO, social media & paid ads
- Performance reporting & optimization
- Final presentation & evaluation

WHO SHOULD ENROLL?

- Students & freshers entering digital marketing
- Business owners wanting to market their own brand
- Working professionals upgrading their skill set
- Freelancers expanding their service offerings

CAREER OUTCOMES-



Digital Marketing Executive



SEO Specialist



PPC/Ads Specialist



Social Media Video Specialist



Digital Marketing Freelancer/Consultant



Content Marketer