

DIGITAL MARKETING COURSE OUTLINE

Week	Class No.	Topics	Activities/Tools
Week 1	1	Introduction to Digital Marketing, Digital Marketing Landscape	Presentation + Discussion
	2	Understanding Your Audience: Buyer Personas & Customer Journey	Workshop: Persona Creation
	3	Website Essentials: Basics of SEO-Friendly Websites	Live Demo + Website Audit Basics
Week 2	4	Search Engine Optimization (SEO): On-Page & Off-Page SEO	Hands-on: Keyword Research
	5	Content Marketing: Strategy, Creation, and Distribution	Brainstorming + Content Calendar Planning
	6	Project 1: Developing a Basic SEO & Content Strategy	Mini Project Submission
Week 3	7	Social Media Marketing: Platform Overview & Strategy	Case Studies + Q&A
	8	Social Media Content Creation & Scheduling Tools	Hands-on: Tool Exploration (e.g., Canva, Buffer)
	9	Email Marketing: List Building, Campaign Design, Automation	Live Demo + Email Template Design
Week 4	10	Paid Advertising: Google Ads (Search & Display)	Hands-on: Ad Campaign Setup (Simulated)
	11	Paid Advertising: Social Media Ads (Facebook, Instagram)	Hands-on: Ad Creative Design
	12	Project 2: Designing a Social Media & Email Campaign	Presentation

Week 5	13	Analytics & Reporting: Google Analytics Basics	Live Demo + Report Interpretation
	14	Key Performance Indicators (KPIs) & ROI Measurement	Discussion + Metric Calculation
	15	Conversion Rate Optimization (CRO): A/B Testing, User Experience	Hands-on: CRO Principles
Week 6	16	Digital Marketing Trends & Future Outlook	Open Discussion + Q&A
	17	Building a Digital Marketing Portfolio	Workshop: Portfolio Planning
	18	Final Project & Career Paths in Digital Marketing	Project Completion + Feedback