



Course Outline

Digital Marketing Course (Beginners)

Duration: 2 months

Module 1: Fundamentals of Digital Marketing (4 weeks)

- Overview of Digital Marketing
- Understanding Marketing Channels
- Consumer Behavior and Market Research
- Creating a Marketing Strategy

Module 2: Social Media Marketing (1 weeks)

- Social Media Platforms Overview
- Creating Social Media Strategies
- Content Creation and Scheduling
- Measuring Social Media Success

Module 3: Content Marketing and Copywriting (1 weeks)

- Fundamentals of Content Marketing
- Effective Copywriting Techniques
- Blogging and Article Writing
- Video and Visual Content Creation

Module 4: Paid Advertising and Analytics (1 weeks)

- Introduction to PPC Advertising
- Google Ads and Social Media Ads
- Tracking and Measuring Campaign Performance
- Data Analysis and Reporting