

Digital Marketing Full Course Curriculum

This curriculum is designed for beginners to advanced learners who want to master Digital Marketing. The course covers practical tools, live projects, strategy building, content marketing, SEO, paid ads, analytics, automation, freelancing, and career guidance.

Module 1: Introduction to Digital Marketing

- What is Digital Marketing
- Traditional vs Digital Marketing
- Digital Marketing Channels
- Latest Industry Trends
- Career Opportunities in Digital Marketing

Module 2: Website Planning & WordPress

- Domain & Hosting Setup
- Website Structure
- WordPress Installation
- Themes & Plugins
- Creating Landing Pages
- Website Optimization

Module 3: Search Engine Optimization (SEO)

- Keyword Research
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO
- SEO Tools
- Google Search Console

Module 4: Content Marketing

- Content Strategy
- Blog Writing
- Copywriting
- Content Calendar
- AI Tools for Content Creation
- Video Content Planning

Module 5: Social Media Marketing (SMM)

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Twitter/X Marketing
- YouTube Marketing
- Social Media Strategy
- Influencer Marketing

Module 6: Paid Advertising

- Google Ads
- Search Ads
- Display Ads
- YouTube Ads
- Meta Ads
- Lead Generation Campaigns
- Retargeting Campaigns

Module 7: Email Marketing

- Email Marketing Basics
- Mailchimp Setup

Module 8: Analytics & Reporting

- Google Analytics 4
- Tracking User Behavior
- Campaign Performance Analysis
- Conversion Tracking
- Dashboard Reporting

Module 9: E-commerce Marketing

- Shopify Basics
- Product Marketing
- Marketplace Marketing
- Conversion Optimization
- Sales Funnel Strategy

Module 10: Freelancing & Career Development

- Building Portfolio
- Freelancing Platforms
- Client Communication
- Proposal Writing
- Interview Preparation
- Resume & LinkedIn Optimization

Module 11: AI Tools for Digital Marketing

- ChatGPT for Marketing
- AI Content Tools
- AI Design Tools
- Automation Tools
- Prompt Engineering Basics

Module 12: Live Projects & Certifications

- SEO Live Project
- Social Media Campaign
- Google Ads Project
- Analytics Reporting
- Certification Guidance

Course Overview

Course Duration	3 to 6 Months
Mode	Online / Offline
Projects Included	Yes
Certifications	Google, Meta & Course Certificate
Suitable For	Students, Job Seekers, Freelancers & Business Owners

By the end of this course, students will be able to create and manage complete digital marketing campaigns, optimize websites for search engines, run paid advertising campaigns, analyze performance data, and build a successful career in Digital Marketing.