Digital Marketing Training and Internship Syllabus

15 Days - Basic Digital Marketing Overview

- **Introduction to Digital Marketing**
  - Definition, Scope, and Importance
  - Digital Marketing vs. Traditional Marketing
- **Fundamentals of SEO**
  - Introduction to Search Engine Optimization
  - Basics of Keyword Research
  - On-Page SEO (Meta Tags, Titles, Descriptions)
- **Introduction to Social Media Marketing**
  - Overview of Popular Platforms (Facebook, Instagram, LinkedIn)
  - Basics of Content Strategy
- **Introduction to Google Ads**
  - Overview of Google AdWords
  - Basics of PPC Campaigns

30 Days - Foundation Course

- **Includes 15-Day Modules**
- **Advanced SEO**
  - Off-Page SEO (Backlinks, Directories)
  - Introduction to Technical SEO
- **Social Media Marketing**
  - In-depth Platform-Specific Strategies
  - Basics of Paid Ads on Facebook & Instagram
- **Google Analytics Basics**
  - Overview of Analytics Tools
  - Understanding Traffic Reports
- **Email Marketing Basics**
  - Introduction to Email Campaigns
  - Best Practices for Engagement

45 Days - Intermediate Level

- **Includes 30-Day Modules**
- **Content Marketing**
  - Writing Engaging Blogs

- - Content Calendar Creation
  - Basics of Video Marketing
- **Advanced Google Ads**
  - Keyword Match Types
  - Ad Copywriting Techniques
  - A/B Testing in Ads
- **Social Media Paid Campaigns**
  - Audience Targeting and Retargeting
  - Budget Management