

# 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

### ***60 Days - Comprehensive Training***

- **Includes 45-Day Modules**
- **Affiliate Marketing Basics**
  - Affiliate Networks Overview
  - Monetization Strategies
- **E-commerce Marketing**
  - Product Listings Optimization
  - Driving Traffic to E-commerce Stores
- **Mobile Marketing**
  - Mobile-Friendly Campaigns
  - Introduction to App Store Optimization
- **Website Optimization**
  - Landing Page Best Practices
  - Introduction to UX/UI Principles

### ***90 Days - Advanced Training***

- **Includes 60-Day Modules**
- **Advanced Google Analytics**
  - Goal and Event Tracking
  - Analyzing User Behavior
- **Marketing Automation Tools**
  - Overview of Tools (HubSpot, Mailchimp)
  - Automation for Lead Generation
- **YouTube Marketing**
  - Channel Optimization
  - Video SEO Strategies
- **Local SEO**
  - Google My Business Optimization
  - Local Listings and Reviews

## ***180 Days - Master Digital Marketing Program***

- **Includes 90-Day Modules**
- **Advanced Digital Strategy Development**
  - Campaign Planning and Execution
  - Cross-Platform Integration Strategies
- **In-Depth Technical SEO**
  - Advanced Website Auditing
  - Schema Markup and SEO Tools
- **Online Reputation Management**
  - Handling Negative Reviews
  - Building a Positive Brand Image
- **Freelancing and Career Guidance**
  - Building a Digital Marketing Portfolio
  - Platforms for Freelance Opportunities
- **Capstone Project**
  - End-to-End Digital Campaign Design
  - Real-Time Project Execution