

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