

Advanced Digital Marketing Course Syllabus

Module	Topics
1. Introduction to Digital Marketing	Domain & Hosting Search Engine and its basics Google Algorithm
2. Website Creation & Optimization	WordPress Website Creation Website Analysis Landing Page Optimization User Experience (UX) Design
3. Search Engine Optimization (SEO)	On-Page SEO Optimization Off-Page SEO Optimization Local SEO Optimization Google Search Console SEO Tools
4. Analytics & Tracking	Google Analytics Google Tag Manager Social Media Analytics Marketing Analytics
5. Content Marketing	Graphic Design on Canva Blogging Copywriting and Content Writing
6. Social Media Marketing	Social Media Optimization (SMO) Social Media Automation Facebook Ads Instagram Ads LinkedIn Ads Video Marketing Podcast Marketing
7. Search Engine Marketing (SEM)	Google Search Ads Smart Mode Ad Campaign Expert Mode Ad Campaign Remarketing Ad Campaign
8. Display & Video Advertising	Online Display Advertising Video Ad Campaign
9. Email & Mobile Marketing	Email Marketing Mobile Marketing
10. E-commerce & Affiliate Marketing	E-commerce Website Affiliate Marketing
11. Online Reputation & Influencer Marketing	Online Reputation Management Influencer Marketing
12. Conversion Rate Optimization (CRO) & CRM Strategies	Conversion Rate Optimization Customer Relationship Management (CRM) Strategies
13. Digital Marketing Strategy & Growth Hacking	Marketing Principles Marketing Mix Decisions Branding Marketing and PR Communications Digital Marketing Analytics, Strategy, and ROI Measurement Growth Hacking Viral Marketing
14. Marketing Automation	Marketing Automation Lead Generation for Business
15. Reporting, Dashboard Creation, and Competitor Analysis	Report & Dashboard Creation Google Data Studio Competitor Analysis SEO - Track and analyze competitors Ads - Track and analyze competitors Social Media - Track and analyze competitors Digital Marketing - Track and analyze competitors
16. Leads, Sales Analysis, and ROI Calculation	Leads or Sales Analysis Track & Monitor Leads Lead Analysis ROI Calculation
17. ChatGPT and Digital Marketing	How does ChatGPT impact digital marketing ChatGPT and SEO: What's the connection Using ChatGPT for content creation and marketing
18. Freelancing, Agency, and Career Development	Make Money as a Freelancer Start Own Digital Marketing Agency Digital Marketing Interview Questions & Answers
19. Digital Marketing Certifications	Digital Marketing Courses Overview Internet Marketing Strategies Digital Marketing Certifications
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- **Introduction of Digital Marketing** In this module, we introduce the principles of digital marketing, developing marketing objectives, and connecting with the customer. We also introduce practical sessions, project allocation, walkthrough, tools access, and inbound marketing.
- **Content Marketing** We cover the introduction to content marketing and strategy, using content research to find business opportunities, developing a content marketing plan, setting content marketing goals, publishing and distributing content, content marketing metrics, and practical sessions with assignments.
- **Social Media Marketing** This module covers the introduction to social media marketing, social media strategy, building the foundation for success, setting social media goals, social media listening and monitoring, monitoring the competition, developing social media content, social media content calendar templates, social media audit, measuring ROI of social media, planning & creating multi-channel social media strategy, and practical sessions with assignments.
- **SEO** In this module, we cover SEO fundamentals, aligning SEO and business objectives, keywords and SEO content plan, on-page optimization, technical SEO, off-page optimization, types of SEO, SEO site audit, SEO performance audit & competitor tracking, and practical sessions with assignments.
- **Email Marketing** We teach email marketing fundamentals, legislation and regulations such as GDPR, tools and strategy, email design, creating an effective email campaign, testing and optimizing an email campaign, and practical sessions with assignments.
- **Website Optimization** This module covers web design and website optimization, publishing a basic website, design principles and website copy, user-centered design and website optimization, website metrics and developing insight, practical sessions with assignments, introduction to digital ads, types of digital ads, and introduction to Google Ads.
- **Google Search Ads** In this module, we explore display advertising, shopping ads, video advertising, app install ads, remarketing, mobile ads, and practical sessions with assignments.
- **Affiliate Marketing & Native Advertising** We introduce programmatic advertising, practical sessions, and assignments.
- **Social Media Ads** We cover the introduction to social media ads, Facebook Ads, LinkedIn Ads, Twitter Ads, and practical sessions with assignments. We also introduce digital analytics.
- **Google Analytics** This module covers web analytics fundamentals, creating and configuring a Google Analytics account, setting goals with Google Analytics, monitoring campaigns with Google Analytics reports, analyzing and recording Google Analytics data, conversion tracking & report analysis, and practical sessions with assignments.
- **Google Tag Manager** We introduce Google Tag Manager, provide a tool walkthrough, and practical sessions with assignments.
- **Social Media Analytics** In this module, we teach how to track and measure data, and practical sessions with assignments.
- **Digital Marketing Strategy** We cover the introduction to digital marketing strategy, digital strategy fundamentals, choosing your online presence, budget planning, ROI and success metrics, setting strategy objectives and KPIs, past performance and industry benchmarks for forecasting, regular performance reviews, audience and competitor research, and practical sessions with assignments.
- **Report & Dashboard Creation** In this module, we cover presenting data effectively, managing numbers using spreadsheets, creating actionable insights from your data, understanding the data cycle, using data to understand audiences, Google Data Studio, and practical sessions with assignments.
- **Competitor Analysis** We introduce competitor's analysis, tracking and analyzing competitors in SEO, Ads, and social media, finding out competitor's keywords, tracking and analyzing competitors in digital marketing , and practical sessions with assignments.
- **Leads or Sales Analysis and ROI Calculation** This module covers tracking and monitoring leads, lead analysis, and ROI calculation.
- **ChatGPT** In this module, we discuss the impact of ChatGPT on digital marketing, the connection between ChatGPT and SEO, and how to use ChatGPT for content creation and marketing.