



Digital Marketing Full Course Syllabus (Basic to Advanced)

Module 1: Introduction to Digital Marketing

Basics, Channels, Career Scope

Module 2: Website Planning & Creation

Domain, Hosting, WordPress, Landing Pages

Module 3: SEO

On-page, Off-page, Technical SEO

Module 4: SEM

Google Ads, Campaigns, Bidding

Module 5: Social Media Marketing

Facebook, Instagram, LinkedIn

Module 6: Social Media Ads

Targeting, Retargeting, Budget

Module 7: Email Marketing

Campaigns, Automation

Module 8: Content Marketing

Blogging, Copywriting, Video Module 9: YouTube Marketing Channel, SEO, Monetization

Module 10: Analytics

Google Analytics, Tracking

Module 11: E-commerce Marketing

Shopify, Amazon

Module 12: Affiliate Marketing

Platforms, Commission

Module 13: Freelancing

Fiverr, Upwork

Module 14: Advanced Marketing

Automation, AI, Funnels

Module 15: ORM

Brand Management

Module 16: Projects

SEO, Ads, Social Campaigns