



Digital Marketing Course

Duration: Fast-Track Training Program - 6 Weeks

Best For : College students, freshers, non-technical background , Required for Training

Make students **job-ready for entry-level digital marketing roles** with hands-on practice.

★ Week 1 – Digital Marketing Foundations

Explanation:

Focus: Understanding the digital ecosystem.

- What is digital marketing?
- Customer journey & funnel
- Organic vs paid marketing
- Overview of channels:
 - SEO
 - Social Media
 - Google Ads
 - Email marketing
- Case studies of real brands

Practical:

- Create a digital marketing plan for a demo business

★ Week 2 – SEO Basics

Explanation:

Students learn advanced Instagram growth and brand communication.

Focus: Website ranking fundamentals.

- How Google works
- Keyword research basics
- On-page SEO (title, meta, H1)
- Image SEO & internal linking

Introduction to backlinks
Google Search Console basics

Practical:

Optimize 1–2 web pages
Create a keyword research sheet

★ Week 3 – Social Media Marketing

Explanation:

Focus: Instagram & Facebook marketing.

- Instagram & Facebook algorithms
- Content types (posts, reels, stories)
- Content planning & calendars
- Caption writing & hashtags
- Canva designing basics
- Meta Business Suite overview

Practical:

- Create 10 posts + captions
 - 15-day content calendar
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★ Week 4 – Google Ads & Meta Ads Basics

Explanation:

Focus: Paid advertising fundamentals.

Google Ads overview
Search campaign structure
Keyword match types
Ad copywriting basics
Facebook & Instagram Ads overview

Targeting basics

Practical:

Create a Google Search campaign (demo)
Write 3–4 ad copies

★ Week 5 – Content, Email & Analytics

Explanation

Focus: Content & tracking.

- Content writing for blogs
- Email marketing basics
- Newsletter writing
- Google Analytics overview
- UTM tracking basics
- Reading campaign performance

Practical:

- Write 1 blog + 1 email campaign
 - Create a basic analytics report
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★ Week 6 – Strategy, Reporting & Career Prep

Explanation:

Focus: Job readiness.

Creating digital marketing strategies
Monthly reporting (SEO + SMM + Ads)
Client communication basics

Resume & LinkedIn optimization
Interview questions & mock interviews
Freelancing overview

Final Project:

Create a **complete digital marketing strategy & report** for a demo business



★ Outcome After 6 Weeks

By the end of this course, students can:

Handle SEO, SMM & Ads basics

Create reports & strategies

Ready for entry-level DM roles

★ Why It's Popular

Demand is extremely high in Mohali/Chandigarh (Digital Agencies belt)

Easiest IT domain for NON-technical students

Freelancing & YouTube/Blogging opportunities

□ Skills You Learn

1. On-Page SEO (content optimization)
2. Off-Page SEO (backlinks)
3. Technical SEO (sitemaps, robots, schema)
4. Google Analytics & Search Console
5. Local SEO (Google My Business)
6. Tools: Ahrefs, SEMrush, MOZ

□ Job Roles

- Digital Marketing Executive
- Social Media Manager
- Google Ads Executive
- SEO Executive
- Performance Marketing Intern
- Content Marketer

□ Our Partners



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