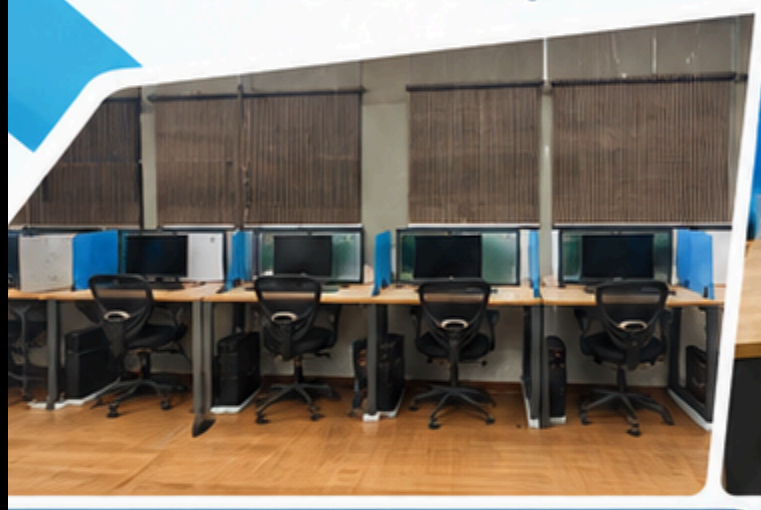
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MASTER
DIGITAL MARKETING PROGRAM

Proposed Curriculum & Learning Framework

Learn. Practice. Build.
Become Job-Ready.







OUR PROGRAMMES
DIGITAL MARKETING PROGRAMMES

- Digital Marketing Course
- Advanced Digital Marketing
- Master Digital Marketing Program

03 & 06 MONTHS
Flexible Duration

OFFLINE LEARNING
Classroom-Based Training

BEGINNER → ADVANCED
Structured Learning Journey

PRACTICAL + PROJECTS
Skills • Execution • Portfolio

YOUR LEARNING JOURNEY

Learn → Practice → Build → Measure → Optimize → Present

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Digital Skills. Real Opportunities

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WHY THIS CURRICULUM?

A structured pathway to learn, practice, execute, measure and build.

01 UNDERSTAND
Know the digital marketing ecosystem.

02 LEARN
Build core concepts and in-depth knowledge.

03 PRACTICE
Apply learning through hands-on activities.

04 EXECUTE
Work on campaigns and live-style projects.

05 MEASURE
Track KPIs and analyze results.

06 OPTIMIZE
Improve strategies using data and insights.

07 BUILD YOUR PORTFOLIO
Showcase your work and job-ready skills.

WHAT THIS CURRICULUM BUILDS

01 Digital Marketing Understanding
Build a clear foundation across the digital marketing ecosystem.

02 Practical Execution
Apply concepts through structured tasks and marketing activities.

03 Industry Tool Skills
Work with commonly used digital marketing platforms and tools.

04 Performance & Analysis
Read marketing data, track KPIs and evaluate campaign performance.

05 Professional Portfolio
Turn learning into practical outputs and project-based work.

THE LEARNING MODEL

CONCEPT → SKILL → TOOL → PRACTICE → DELIVERABLE → ASSESSMENT

Every major learning area connects knowledge with practical output.

PROGRAMME FORMAT

MASTER DIGITAL MARKETING PROGRAM
3 Months / 6 Months
Offline Learning

ADVANCED DIGITAL MARKETING
Structured advanced-level learning
Offline Learning

DIGITAL MARKETING COURSE
Practical foundation-to-execution learning
Offline Learning

Learn with purpose. Practice with structure.
Build with confidence.

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WHO IS THIS PROGRAMME FOR?

Built for different career goals. One practical learning path.

01 COLLEGE STUDENTS

Build skills before entering the job market.

- Learn digital marketing fundamentals
- Explore SEO, paid media, social media and analytics
- Work on practical assignments and projects
- Start building a professional portfolio

LEARNING FOCUS
FOUNDATION → PRACTICAL SKILLS → PORTFOLIO

02 FRESH GRADUATES

Turn academic learning into practical marketing skills.

- Develop job-oriented digital marketing capabilities
- Practice industry tools and workflows
- Work on real-world style marketing tasks
- Prepare project work for interviews and portfolios

LEARNING FOCUS
SKILLS → PROJECTS → JOB READINESS

03 WORKING PROFESSIONALS

Upgrade your marketing skills for better career growth.

- Learn high-demand digital marketing skills
- Apply learning to your current role
- Work on live campaigns and real data
- Build expertise in tools and analytics

LEARNING FOCUS
UPSKILL → EXECUTION → CAREER GROWTH

04 ENTREPRENEURS & BUSINESS OWNERS

Grow your business with digital marketing skills.

- Develop a strong online presence
- Learn cost-effective marketing strategies
- Understand customer behaviour and analytics
- Drive better ROI with data and insights

LEARNING FOCUS
STRATEGY → EXECUTION → BUSINESS GROWTH

05 CAREER SWITCHERS

Enter a new career with in-demand digital skills.

- Build a strong foundation in digital marketing
- Gain hands-on practice with real projects
- Build a portfolio to showcase your skills
- Get ready for new career opportunities

LEARNING FOCUS
LEARN → PRACTICE → CAREER TRANSITION

06 HOMEMAKERS

Learn at your pace and rebuild your career.

- Gain flexible and structured learning
- Develop practical, job-ready skills
- Work on real marketing projects
- Build confidence for freelancing or full-time roles

LEARNING FOCUS
FLEXIBLE LEARNING → PRACTICE → INDEPENDENCE

07 FREELANCERS

Enhance your skills and get more projects.

- Master advanced digital marketing strategies
- Learn industry tools and latest trends
- Build a professional portfolio
- Improve client handling and project delivery skills

LEARNING FOCUS
SKILLS → PORTFOLIO → MORE CLIENTS

LEARNING FOCUS

From learning to real-world impact.

LEARN — Build your foundation → **PRACTICE** — Apply what you learn → **EXECUTE** — Work on real projects → **MEASURE** — Track performance → **OPTIMIZE** — Improve results → **PRESENT** — Build your portfolio

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WHAT WILL YOU LEARN & BUILD?

Develop practical digital marketing capabilities across strategy, execution, measurement and growth.

01

STRATEGY & MARKETING FOUNDATION

Build the ability to:

- Understand business objectives and marketing requirements
- Identify target audiences and customer needs
- Develop customer personas and customer journeys
- Build a structured digital marketing strategy

PRACTICAL OUTCOME
Digital Marketing Strategy Canvas

02

SEO & ORGANIC GROWTH

Build the ability to:

- Conduct keyword research and understand search intent
- Plan and improve on-page SEO
- Identify technical SEO issues
- Develop content and internal-linking strategies

PRACTICAL OUTCOME
SEO Audit + Keyword Strategy

03

PAID ACQUISITION

Build the ability to:

- Understand paid advertising fundamentals
- Structure Google Ads campaigns
- Develop Meta advertising campaigns
- Monitor and optimize campaign performance

PRACTICAL OUTCOME
Google Ads + Meta Ads Campaign Plan

DIGITAL MARKETING SKILL FRAMEWORK

04

CONTENT & SOCIAL MEDIA

Build the ability to:

- Create engaging content for different platforms
- Plan and manage social media campaigns
- Use content formats and storytelling techniques
- Grow audience engagement and community

PRACTICAL OUTCOME
Content Calendar + Social Media Plan

05

ANALYTICS & REPORTING

Build the ability to:

- Track key performance indicators (KPIs)
- Use analytics tools and dashboards
- Interpret data and find insights
- Prepare reports and make data-driven decisions

PRACTICAL OUTCOME
Performance Report + Insights

06

CONVERSION & GROWTH OPTIMIZATION

Build the ability to:

- Improve website and landing page performance
- Use A/B testing and experimentation
- Optimize conversion funnels
- Increase ROI through continuous improvement

PRACTICAL OUTCOME
Conversion Optimization Plan

07

AI-ASSISTED MARKETING

Build the ability to:

- Use AI tools for content and research
- Automate repetitive tasks
- Leverage AI for data analysis and insights
- Stay updated with emerging AI trends and tools

PRACTICAL OUTCOME
AI Marketing Workflow

Learn with purpose. Practice with structure.
Build with confidence.

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CURRICULUM ARCHITECTURE

A structured learning journey from digital marketing fundamentals to integrated campaign execution.

01 FOUNDATION
Understand the Digital Marketing Ecosystem

- Digital Marketing Fundamentals
- Consumer & Audience Research
- Customer Journey & Marketing Funnel
- Digital Strategy & Channel Planning

BUILD: Marketing Foundation + Strategy Canvas

02 ORGANIC GROWTH
Build Visibility Through Search & Content

- Website & Landing Pages
- SEO Fundamentals
- Advanced SEO
- Content Marketing & Copywriting

BUILD: SEO Audit + Keyword & Content Strategy

03 PAID ACQUISITION
Plan, Launch & Improve Campaigns

- Google Ads / SEM
- Meta Ads
- Campaign Structure
- Audience, Budget & Creative Planning

BUILD: Paid Campaign Plan

04 SOCIAL & ENGAGEMENT
Connect Brands With Their Audiences

- Social Media Marketing
- Content Planning
- Content Calendars
- Community & Engagement

BUILD: Social Media & Content Plan

05 DATA & ANALYTICS
Measure What Matters

- Analytics Fundamentals
- GA4
- Google Search Console
- Google Tag Manager
- Marketing KPIs & Reporting

BUILD: Performance Dashboard + Insights

06 PERFORMANCE & GROWTH
Turn Data Into Better Decisions

- Performance Marketing
- Lead Generation
- Conversion Optimization
- CPL, CPA, CAC, ROAS & ROI
- Growth & Optimization

BUILD: Performance Analysis + Optimization Plan

07 AI & INTEGRATION
Work Smarter With AI-Assisted Marketing

- AI for Research & Ideation
- AI-Assisted Content Workflows
- Keyword & Data Analysis
- Marketing Automation Support
- Human Review & Quality Control

BUILD: AI-Assisted Marketing Workflow

YOUR LEARNING JOURNEY

FOUNDATION → STRATEGY → ORGANIC GROWTH → PAID ACQUISITION → SOCIAL & CONTENT → ANALYTICS → PERFORMANCE & GROWTH → AI-ASSISTED EXECUTION

THE LEARNING MODEL

CONCEPT → SKILL → TOOL → PRACTICE → DELIVERABLE → MEASURE → OPTIMIZE

Learn individual skills. Understand how they connect.
Build complete digital marketing workflows.

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MODULE STRUCTURE

Every module connects concepts with tools, practice, deliverables and measurable outcomes.

01 CONCEPT

Understand the "why" behind the skill.

- Marketing concepts
- Industry fundamentals
- Business objectives
- Audience & channel context

BUILD: Knowledge Base

02 SKILL

Develop the practical capability.

- Strategy building
- Research
- Planning
- Execution techniques

BUILD: Core Skills

03 TOOL

Learn the tools used in real workflows.

- Google Ads
- Meta Ads Manager
- GA4
- Google Search Console
- Google Tag Manager
- SEO & content tools
- AI-assisted tools

BUILD: Tool Proficiency

04 PRACTICE

Apply the learning through guided activities.

- Exercises
- Campaign planning
- Audits
- Content tasks
- Data analysis
- Optimization activities

BUILD: Hands-on Experience

05 DELIVERABLE

Turn practice into tangible work.

- SEO Audit
- Keyword Strategy
- Content Calendar
- Ad Campaign Plan
- Performance Report
- Marketing Dashboard

BUILD: Real Work Output

06 MEASURE

Understand what the data is saying.

- KPIs
- Campaign metrics
- Traffic & engagement
- Leads & conversions
- Performance analysis

BUILD: Data Insights

07 OPTIMIZE

Identify what can be improved.

- Find gaps
- Test improvements
- Refine strategy
- Improve campaign performance
- Make data-informed decisions

BUILD: Better Results

FROM LEARNING TO PORTFOLIO

KNOWLEDGE → PRACTICAL SKILL → TOOL EXPERIENCE → REALISTIC TASK → PORTFOLIO DELIVERABLE → MEASUREMENT → OPTIMIZATION

WHAT EACH MODULE BUILDS

SEO	CONTENT	GOOGLE ADS	META ADS	ANALYTICS	PERFORMANCE MARKETING	AI-ASSISTED MARKETING
SEO Audit + Keyword Strategy	Content Strategy + Content Calendar	Search Campaign Plan	Paid Social Campaign Plan	Performance Dashboard + Insights	Optimization Plan	AI Workflow + Human Quality Review

PRACTICAL LEARNING LOOP

LEARN — Understand the concept
PRACTICE — Apply the skill
BUILD — Create the deliverable
MEASURE — Read the results
OPTIMIZE — Improve the approach
PRESENT — Explain the work professionally

FROM KNOWLEDGE TO PORTFOLIO

"The goal is not only to complete a module —
it is to develop a skill that can be applied, measured and presented."



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MODULE 01

DIGITAL MARKETING FOUNDATION

Build the fundamentals before moving into channels, campaigns and performance marketing.

MODULE PURPOSE

Digital marketing starts with understanding how businesses, audiences, channels and customer journeys connect.

This module establishes the foundation required to plan and understand digital marketing activities across the programme.

DIGITAL MARKETING ECOSYSTEM



LEARNING AREAS

01 DIGITAL MARKETING LANDSCAPE

Understand the role of digital marketing in modern business.

- Digital marketing ecosystem
- Major digital channels
- Organic vs paid marketing
- Owned, earned & paid media
- Role of digital marketing in business objectives

02 MARKETING FUNDAMENTALS

Build a strong marketing foundation.

- Marketing objectives
- Target audience
- Value proposition
- Marketing mix
- Customer needs & behaviour
- Brand and communication basics

03 CUSTOMER JOURNEY & FUNNEL

Understand how people move from awareness to action.



- Customer touchpoints
- Marketing funnel
- Intent & decision stages
- Channel roles across the journey

04 DIGITAL CHANNELS

- **SEARCH** — SEO + Search Ads
- **SOCIAL** — Organic Social + Paid Social
- **CONTENT** — Blogs + Visual Content + Video
- **DIRECT** — Email + CRM
- **ANALYTICS** — Measurement + Insights

05 DIGITAL MARKETING STRATEGY

Learn how to connect business objectives with digital activities.

- Define marketing objectives
- Identify target audiences
- Select appropriate channels
- Plan campaigns
- Define KPIs
- Align activities with business goals

PRACTICAL APPLICATION

Build a Digital Marketing Strategy Canvas

BUSINESS OBJECTIVE → TARGET AUDIENCE → CUSTOMER JOURNEY → CHANNELS → CONTENT / CAMPAIGN → KPI → MEASUREMENT

MODULE OUTPUT

DIGITAL MARKETING STRATEGY CANVAS

A structured practical deliverable that brings the fundamental concepts together into one marketing framework.

LEARNING PROGRESSION

UNDERSTAND — Understand the concept
→ **ANALYZE** — Analyze the data
→ **PLAN** — Plan the strategy
→ **APPLY** — Apply the skills

A strong foundation makes every advanced digital marketing skill easier to understand, execute and measure.

FOUNDATION → STRATEGY → EXECUTION

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MODULE 02

CONSUMER & AUDIENCE RESEARCH

Understand the people behind the search, click, interaction and purchase.

MODULE PURPOSE

Effective digital marketing starts with understanding **who the audience is**, what they need, **what influences** their decisions and how they interact with a brand.

This module develops the research skills required to turn audience information into practical marketing insights.

AUDIENCE INSIGHT JOURNEY

01	02	03	04	05	06	07
AUDIENCE	**PERSONA**	**INTENT**	**CUSTOMER JOURNEY**	**COMPETITOR**	**INSIGHT**	**MARKETING ACTION**
Who are they?	What do they need?	What are they looking for?	How do they move forward?	What are others doing?	What does it mean?	What do we do next?

RESEARCH → UNDERSTAND → INTERPRET → APPLY

LEARNING AREAS

01 AUDIENCE UNDERSTANDING

Build a clear picture of the target audience.

- Target audience identification
- Demographics & relevant characteristics
- Needs, problems and motivations
- Audience interests and behaviours
- Customer expectations

BUILD: Audience Profile

02 CUSTOMER PERSONAS

Convert audience research into practical customer profiles.

- **WHO** Background & characteristics
- **WHAT** Needs & goals
- **WHY** Motivations & challenges
- **HOW** Digital behaviour & interactions

BUILD: Customer Persona

03 SEARCH INTENT & USER INTENT

Understand what people are trying to achieve when they search, browse or interact.

- Informational intent
- Commercial investigation
- Transactional intent
- Navigational intent
- User needs behind searches
- Intent-to-content alignment

BUILD: Search Intent Map

04 CUSTOMER JOURNEY

Map the stages from awareness to action.

- **AWARENESS** Discover
- **CONSIDERATION** Explore
- **DECISION** Choose
- **CONVERSION** Act
- **RETENTION** Return

- Customer touchpoints
- Questions and needs at each stage
- Channel interactions
- Content requirements
- Conversion opportunities

BUILD: Customer Journey Map

05 COMPETITOR & MARKET RESEARCH

Learn how to observe the digital environment before planning marketing activities.

- Competitor identification
- Digital presence analysis
- Content and messaging observation
- Search visibility
- Social presence
- Campaign and positioning observations

BUILD: Competitor Research Snapshot

PRACTICAL APPLICATION

Build a Digital Marketing Strategy Canvas

AUDIENCE DATA → OBSERVATION → INSIGHT → MARKETING MESSAGE → CHANNEL / CONTENT → ACTION

MODULE OUTPUT

AUDIENCE & CUSTOMER INSIGHT BOARD

A practical research framework combining:

- ✓ Audience Profile + Persona + Search Intent
- ✓ Customer Journey ✓ Competitor Insights

LEARNING PROGRESSION

RESEARCH → UNDERSTAND → MAP → INTERPRET → APPLY

Better audience understanding leads to more relevant marketing decisions.

AUDIENCE → INSIGHT → STRATEGY

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MODULE 03

WEBSITE & LANDING PAGES

Understand how websites and landing pages support visibility, user experience and conversion.

MODULE PURPOSE

A digital marketing campaign needs a clear destination where users can learn, interact, enquire or take action.

This module introduces the fundamentals of website structure, landing pages, user experience and conversion-focused thinking.

DIGITAL JOURNEY TO CONVERSION



LANDING PAGE WIREFRAME



LEARNING AREAS

01 WEBSITE FUNDAMENTALS

Understand the role of a website within digital marketing.

- Website structure & navigation
- Pages and content hierarchy
- User experience basics
- Mobile-friendly thinking
- Website goals and business objectives

BUILD: Website Structure Plan

02 LANDING PAGE FUNDAMENTALS

Understand how landing pages support specific marketing objectives.

- Purpose of a landing page
- Campaign-to-page alignment
- Audience and message matching
- Page structure
- Calls-to-action

BUILD: Landing Page Wireframe

03 CONTENT & INFORMATION STRUCTURE

Learn how information should be organised for users.

- Headings and content hierarchy
- Clear messaging
- Value proposition
- Content sections
- Trust and supporting information
- User-focused communication

BUILD: Landing Page Content Structure

04 CONVERSION & CTA THINKING

Explore the path from visitor to customer.

VISIT → UNDERSTAND → TRUST → ACT

- Primary & secondary CTAs
- Forms and enquiry points
- Conversion-focused messaging
- Friction points
- User intent and action

BUILD: CTA & Conversion Flow

05 WEBSITE & CAMPAIGN ALIGNMENT

Learn how to connect marketing campaigns with landing pages.



- Message consistency
- Campaign-to-page relevance
- User journey continuity
- Conversion tracking requirements

BUILD: Campaign Landing Page Plan

PRACTICAL APPLICATION

Build a Landing Page Blueprint

HEADLINE → VALUE PROPOSITION → SUPPORTING CONTENT → BENEFITS / INFORMATION → CALL TO ELEMENTS → FORM / ACTION

MODULE OUTPUT

WEBSITE & LANDING PAGE BLUEPRINT

A practical deliverable combining: Website Structure + Page Hierarchy + Landing Page Wireframe + CTA Flow.

LEARNING PROGRESSION

RESEARCH → UNDERSTAND → MAP → INTERPRET → APPLY

A well-structured digital destination connects marketing activity with the user's next action.

WEBSITE → EXPERIENCE → CONVERSION

FROM KNOWLEDGE TO PORTFOLIO

FOUNDATION → STRATEGY → EXECUTION

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MODULE 04

SEO FUNDAMENTALS

Build search visibility by understanding how search engines, keywords, content and websites work together.

MODULE PURPOSE

SEO begins with understanding what people search for and how search engines discover, understand and rank relevant content.

Module introduces core SEO principles and structured approach to improving organic search visibility.

HOW SEO WORKS

SEARCH QUERY
People search for information, products or solutions.

→

SEARCH ENGINE
Crawls, indexes and understands content.

→

RELEVANT CONTENT
Matches the query with useful content.

→

SEARCH RESULT
Shows the most relevant results (SERP).

→

USER
Finds, clicks and takes action.

Keyword Clusters
Group related keywords.

Search Intent
Understand what users want to achieve.

SERP Features
Featured snippets, maps, videos, etc.

ON-PAGE SEO
Optimize content & structure

TECHNICAL SEO
Improve crawlability & indexation

LOCAL SEO
Target local search & Google Business Profile

LEARNING AREAS

01 HOW SEARCH WORKS

Understand how search engines discover and rank content.

- How search engines discover content
- Crawling, indexing and ranking
- Search results / SERP features
- Relevance and search intent
- Organic vs paid search

BUILD:
Search Visibility Framework

02 KEYWORD RESEARCH

Find the right keywords for the right audience.

- Keyword discovery
- Search intent
- Short-tail / long-tail keywords
- Keyword relevance
- Keyword grouping and mapping
- Competitor keyword research

BUILD:
Keyword Research & Mapping Sheet

03 ON-PAGE SEO

Optimize your website and content for search engines.

- Title tags
- Meta descriptions
- Headings
- URL structure
- Content optimisation
- Internal linking
- Image optimisation
- Search intent alignment

BUILD:
On-Page SEO Checklist

04 CONTENT & SEARCH INTENT

Create content that matches user intent.

Informational
Commercial Investigation
Transactional

SEARCH QUERY → INTENT → CONTENT NEED

- Content relevance
- Topic coverage
- Helpful, user-focused content

BUILD:
Search Intent + Content Map

05 TECHNICAL & LOCAL SEO BASICS

Make your website accessible, fast and search-friendly.

- Crawlability
- Indexing
- Mobile-friendly thinking
- Page structure
- Basic technical SEO checks
- Local SEO fundamentals
- Google Business Profile basics

BUILD:
Basic SEO Audit

PRACTICAL APPLICATION

Build a Landing Page Blueprint

RESEARCH → KEYWORDS → SEARCH INTENT → CONTENT → ON-PAGE SEO → TECHNICAL CHECKS → MEASURE

MODULE OUTPUT

SEO FUNDAMENTALS AUDIT

A complete review framework with:

- ✓ Keyword Research
- ✓ Search Intent Mapping
- ✓ On-Page Review
- ✓ Basic Technical Checks
- ✓ Recommendations



- Headline
- Value Proposition
- Supporting Content
- Benefits / Information
- Trust Elements
- Call to Action
- Form / Action

FOUNDATION → STRATEGY → EXECUTION

LEARNING PROGRESSION

DISCOVER → RESEARCH → OPTIMIZE → PUBLISH → MEASURE

SEO connects what people search for with useful, relevant and discoverable content.

SEARCH → RELEVANCE → VISIBILITY

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MODULE 05

ADVANCED SEO

Move beyond basic SEO into technical analysis, content structure, authority, local visibility and ongoing optimization.

MODULE PURPOSE

Advanced SEO focuses on improving organic search performance through deeper technical understanding, content strategy, website structure, authority building and continuous optimization.

This module connects SEO analysis with practical recommendations and measurable improvements.

SEO ARCHITECTURE



THE SEO ECOSYSTEM

- Better crawlability & indexing
- Relevant & valuable content
- Well-structured website
- Quality backlinks & brand signals
- Local search presence
- Higher organic visibility

01 TECHNICAL SEO

Improve how search engines crawl and understand your site.

- Crawlability & indexability
- Technical website structure
- XML sitemap & robots.txt basics
- Canonicalization
- Mobile & page experience
- Common technical SEO issues

BUILD:
Technical SEO Audit

02 ADVANCED KEYWORD & CONTENT STRATEGY

Target the right keywords with relevant content.

- Keyword clustering
- Topic mapping
- Search intent alignment
- Content gaps
- Content hierarchy
- Internal linking strategy
- Content optimization

BUILD:
Keyword Cluster + Content Strategy Map

03 WEBSITE STRUCTURE & INTERNAL LINKING

Help search engines and users navigate your site effectively.

HOMEPAGE
CATEGORY / SERVICE
SUB-PAGE
CONTENT
SUPPORTING PAGE

- Website hierarchy
- URL structure
- Internal linking
- Contextual links
- Orphan-page awareness
- Support important pages

BUILD:
Website Structure + Internal Linking Plan

04 AUTHORITY & OFF-PAGE SEO

Build trust and credibility beyond your website.

- Backlink fundamentals
- Link relevance & quality
- Digital PR and outreach basics
- Business citations
- Local authority signals
- Competitor backlink observations
- Avoid low-quality links

BUILD:
Off-Page SEO Action Plan

05 LOCAL SEO & SEARCH VISIBILITY

Get found in local search and map results.

- Google Business Profile basics
- Local keyword targeting
- NAP consistency
- Local landing pages
- Reviews & reputation
- Local search visibility
- Local competitor research

BUILD:
Local SEO Optimization Checklist

PRACTICAL SEO WORKFLOW



MODULE OUTPUT

ADVANCED SEO OPTIMIZATION PLAN



LEARNING PROGRESSION



Advanced SEO connects technical foundations, useful content, website structure and authority into a continuous optimization process.

TECHNICAL → CONTENT → AUTHORITY → OPTIMIZATION

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MODULE 06

CONTENT MARKETING & COPYWRITING

Create useful, audience-focused content that supports visibility, engagement and marketing goals.

MODULE PURPOSE

Content marketing is more than publishing regularly. It involves understanding the audience, defining the purpose of content, choosing the right format and creating clear communication for different stages of the customer journey.

This module develops practical skills for planning, writing, structuring and evaluating marketing content.

CONTENT MARKETING ECOSYSTEM

AUDIENCE — Understand your audience

CONTENT GOAL — Define the purpose of content

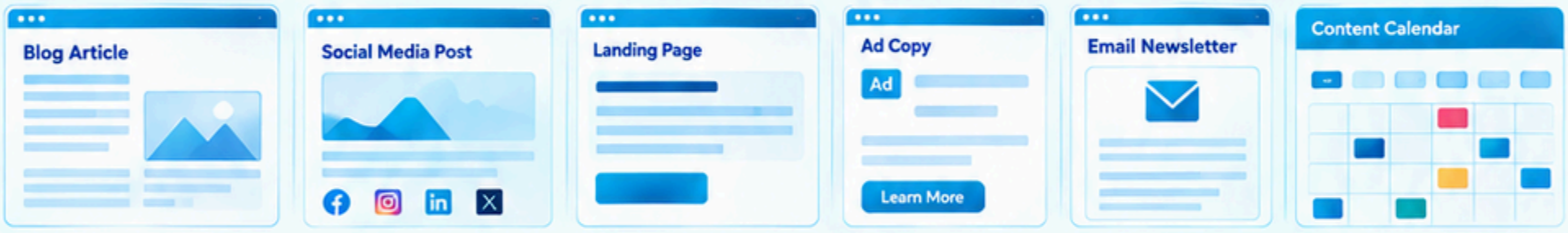
TOPIC — Choose relevant topics

FORMAT — Select the right content format

CHANNEL — Use suitable channels

CTA — Drive the next action

MEASUREMENT — Track and improve performance



LEARNING AREAS

01 CONTENT STRATEGY

Plan content that supports business and audience goals.

- Business and audience objectives
- Content goals
- Audience needs and pain points
- Content themes and topics
- Content pillars
- Content formats
- Channel selection

BUILD: Content Strategy Framework

02 CONTENT RESEARCH & IDEATION

Find the right topics and ideas for your audience.

- Topic research
- Audience questions
- Search intent
- Competitor content observations
- Content gaps
- Topic clustering
- Content ideas for different funnel stages

BUILD: Content Idea & Topic Map

03 COPYWRITING FUNDAMENTALS

Write clear, engaging and action-oriented content.

Headline / Hook
↓
Value Proposition
↓
Benefits / Information
↓
Call to Action

- Audience-focused language
- Persuasive writing principles
- Writing for different formats

BUILD: Marketing Copy Set

04 CONTENT FORMATS & CHANNELS

Create content for different platforms and marketing needs.

- Blogs / Articles
- Social Media Content
- Website Content
- Landing Page Copy
- Ad Copy
- Email Content
- Visual Content (Images, Infographics, Video)
- Short-form Marketing Content

BUILD: Multi-Channel Content Plan

05 CONTENT CALENDAR & DISTRIBUTION

Plan, publish and distribute content strategically.

- Content planning
- Publishing schedule
- Channel-wise planning
- Content calendar structure
- Content repurposing
- Distribution planning
- Content performance review

BUILD: 30-Day Content Calendar

PRACTICAL CONTENT WORKFLOW

AUDIENCE → RESEARCH → IDEATE → PLAN → CREATE → PUBLISH → MEASURE → IMPROVE

Purpose → Topic → Format → Channel → CTA → Measurement

MODULE OUTPUT

CONTENT MARKETING PORTFOLIO

A practical deliverable combining:

Content Strategy + Topic & Idea Map + Marketing Copy + Content Calendar + Multi-Channel Plan = CONTENT PORTFOLIO

LEARNING PROGRESSION

RESEARCH → PLAN → WRITE → PUBLISH → MEASURE → IMPROVE

Good content connects audience needs with clear communication and meaningful marketing objectives.

STRATEGY → CONTENT → COPY → DISTRIBUTION

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PRACTICAL PROJECTS

Turn learning into practical work through structured projects, marketing tasks and measurable deliverables.

MODULE PURPOSE

Digital marketing skills become stronger when learners apply them to practical marketing situations. The programme connects classroom learning with structured projects that require research, planning, execution, measurement and presentation.

PROJECT LEARNING CYCLE

01 BRIEF — Understand the goal, audience and requirements.

02 RESEARCH — Gather insights, competitor data and opportunities.

03 PLAN — Build strategy, content and campaign plan.

04 EXECUTE — Create, launch and implement activities.

05 MEASURE — Track performance and analyse results.

06 OPTIMIZE — Make improvements based on data and insights.

07 PRESENT — Share results, learnings and recommendations.

PRACTICAL PROJECTS

01 DIGITAL MARKETING STRATEGY

Develop a structured digital marketing approach for a business, product or service.

WORK INCLUDES:
- Business & marketing objective
- Target audience
- Customer journey
- Channel selection
- Content & campaign approach
- KPIs & measurement

DELIVERABLE: Digital Marketing Strategy Canvas

02 SEO & CONTENT PROJECT

Build an organic growth plan around search visibility, content and website optimization.

WORK INCLUDES:
- Keyword research
- Search intent mapping
- On-page SEO review
- Content planning
- Internal linking opportunities
- SEO recommendations

DELIVERABLE: SEO Audit + Keyword & Content Strategy

03 PAID CAMPAIGN PROJECT

Plan a structured paid marketing campaign across search and social platforms.

WORK INCLUDES:
- Campaign objective
- Audience / keyword planning
- Campaign structure
- Ad messaging
- Budget allocation
- KPI selection
- Optimization approach

DELIVERABLE: Google Ads + Meta Ads Campaign Plan

04 CONTENT & SOCIAL MEDIA

Create a practical content system designed around audience needs and marketing objectives.

WORK INCLUDES:
- Content pillars
- Topic research
- Content formats
- Social media planning
- Copywriting
- Publishing calendar
- Performance review

DELIVERABLE: Content Strategy + 30-Day Content Calendar

05 ANALYTICS & PERFORMANCE

Use marketing data to understand performance and identify improvement opportunities.

WORK INCLUDES:
- KPI selection
- Traffic & campaign analysis
- Lead / conversion review
- Performance observations
- Optimization opportunities
- Recommendations

DELIVERABLE: Performance Dashboard + Optimization Plan

PRACTICAL PROJECTS WORKFLOW

AUDIENCE → RESEARCH → IDEATE → PLAN → CREATE → PUBLISH → MEASURE → IMPROVE

Purpose → Topic → Format → Channel → CTA → Measurement

LEARNING PROGRESSION

RESEARCH → PLAN → WRITE → PUBLISH → MEASURE → IMPROVE

WHAT LEARNERS BUILD

STRATEGY	Digital Marketing Strategy Canvas
SEO	SEO Audit + Keyword Strategy
CONTENT	Content Strategy + Calendar
PAID MEDIA	Campaign Plan
ANALYTICS	Performance Dashboard
OPTIMIZATION	Growth & Optimization Plan

STRATEGY → CONTENT → COPY → DISTRIBUTION

PRACTICAL PROJECT OUTPUT

CONTENT STRATEGY + TOPIC & IDEA MAP + MARKETING COPY + CONTENT CALENDAR + MULTI-CHANNEL PLAN = CONTENT PORTFOLIO

Good content connects audience needs with clear communication and meaningful marketing objectives.

PRACTICE → BUILD → MEASURE → PRESENT

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ASSESSMENT & PORTFOLIO

Measure your learning, demonstrate your skills and build practical work you can present.

MODULE PURPOSE

Assessment is designed to check not only what learners understand, but also how effectively they can apply digital marketing concepts, tools and workflows.

01 LEARNING THROUGH ASSESSMENT

Assessment is designed to check not only what learners understand, but also how effectively they can apply digital marketing concepts, tools and workflows.

01 UNDERSTAND → 02 APPLY → 03 BUILD → 04 MEASURE → 05 PRESENT

02 ASSESSMENT FRAMEWORK

01 CONCEPT & KNOWLEDGE CHECKS

Evaluate understanding of core digital marketing concepts and terminology.

KEY POINTS:

- Digital marketing fundamentals
- Audience & customer journey
- SEO & content concepts
- Paid advertising fundamentals
- Analytics & performance metrics

FOCUS: Understanding the 'why' behind the work.

02 PRACTICAL TASKS

Apply concepts through guided activities and marketing exercises.

KEY POINTS:

- Keyword research
- SEO audits
- Content planning
- Campaign planning
- Audience research
- Analytics interpretation

FOCUS: Developing practical skills.

03 PROJECT ASSESSMENT

Evaluate structured projects created during the programme.

KEY POINTS:

- Strategy & planning
- Execuince approach
- Quality of deliverables
- Measurement framework
- Optimization recommendations

FOCUS: Connecting multiple skills into a complete workflow.

04 PORTFOLIO DEVELOPMENT

Convert selected project work into organized portfolio pieces.

PORTFOLIO EXAMPLES:

- Digital Marketing Strategy Canvas
- SEO Audit + Keyword Strategy
- Content Strategy + Content Calendar
- Google Ads + Meta Ads Campaign Plan
- Performance Dashboard + Insights
- Performance Analysis + Optimization Plan

FOCUS: Building evidence of practical work.

03 PORTFOLIO JOURNEY

LEARN → PRACTICE → BUILD PROJECTS → REFINE DELIVERABLES → ORGANIZE PORTFOLIO → PRESENT YOUR WORK

MODULE OUTPUT
PRACTICAL PROJECT PORTFOLIO

A complete set of project work including:

Strategy Canvas + SEO Audit + Keyword Strategy + Content Calendar + Campaign Plan + Performance Dashboard = PORTFOLIO

LEARNING PROGRESSION

RESEARCH → PLAN → WRITE → PUBLISH → MEASURE → IMPROVE

The goal is not simply to complete assignments. It is to build practical marketing work that demonstrates how digital marketing skills connect in a real workflow.

PRACTICE → BUILD → MEASURE → PRESENT

STRATEGY → CONTENT → COPY → DISTRIBUTION

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YOUR RETURN ON LEARNING

What can your digital marketing skills help you build?

Your investment can translate into practical skills, earning opportunities, career mobility or stronger business decisions—depending on your goal.



COURSE INVESTMENT → PRACTICAL SKILLS → PROJECTS + PORTFOLIO → EXPERIENCE → CAREER / FREELANCE / BUSINESS VALUE

YOUR GOAL → YOUR VALUE

01 COLLEGE STUDENTS

Start Early. Enter the Market With Skills.

Indicative Starting Range
₹15K–₹25K/month*

You Build:
Skills + Projects + Portfolio + Career Direction

Growth Path:
INTERNSHIP → ENTRY-LEVEL ROLE

02 FRESH GRADUATES

Turn Your Degree Into a Marketable Skill.

Indicative Starting Range
₹18K–₹30K/month*

You Build:
Job Skills + Portfolio + Specialization

Growth Path:
EXECUTIVE → SPECIALIST → HIGHER RESPONSIBILITY

03 CAREER SWITCHERS

Start Building Your Next Career.

You Build:
New Skill Set + Practical Projects + Portfolio + Career Direction

Growth Path:
EXISTING EXPERIENCE + DIGITAL SKILLS → NEW ROLE

04 FREELANCERS

Turn Skills Into Paid Services.

Indicative Earning References (Upwork Marketplace)

SEO / Digital Marketing	$15–$45/hr*
SEO Audit	$500–$1,500/project*
Paid Ads Management	$750–$2,500/project*
Social Media Management	$500–$2,000/project*

*Indicative marketplace reference figures, not guaranteed earnings.

Growth Path:
SKILL → FIRST CLIENT → PROJECTS → RETAINERS → SPECIALIZATION

05 HOMEMAKERS

Build a Skill That Can Fit Around Your Goals.

Potential Paths:
FREELANCING → REMOTE OPPORTUNITIES → INDEPENDENT SERVICES

You Build:
Digital Skills + Portfolio + Flexible Work Capability

Growth Path:
LEARN → PRACTICE → FIRST PROJECT → EXPERIENCE

06 BUSINESS OWNERS & MSMES

Turn Marketing Knowledge Into Better Business Decisions.

- MORE VISIBILITY — SEO + Content + Social
- MORE CONTROL — Understand agencies & marketing teams
- BETTER DECISIONS — Audience + Data + KPIs
- SMARTER SPEND — Measure campaigns before scaling

Business Value:
UNDERSTAND → MEASURE → OPTIMIZE → GROW

07 WORKING PROFESSIONALS

Add Digital Skills to Your Existing Experience.

You Build:
Digital Capability + Analytics + Performance Skills + Career Mobility

Growth Path:
CURRENT EXPERIENCE + DIGITAL SKILLS → EXPANDED ROLE / SPECIALIZATION

CHOOSE YOUR LEARNING LEVEL

DIGITAL MARKETING COURSE
Start → Learn → Practice
Build your digital marketing foundation.

ADVANCED DIGITAL MARKETING
Specialize → Execute → Optimize
Develop deeper execution and performance skills.

MASTER DIGITAL MARKETING PROGRAM
Strategy → Integrate → Build → Measure
Develop a broader, integrated digital marketing skill set.

THE MORE YOU APPLY YOUR SKILLS, THE MORE VALUE YOU CAN CREATE.

SKILLS + PROJECTS + EXPERIENCE = GREATER PROFESSIONAL VALUE

*Salary and freelance figures are indicative market references, not guaranteed earnings. Actual outcomes vary by role, location, experience, specialization, client, project scope and individual performance.

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FROM LEARNING TO CAREER

Build practical skills. Create meaningful work.
Move forward with confidence.

YOUR DIGITAL MARKETING JOURNEY

Digital marketing offers multiple areas to explore. The programme is designed to help learners understand the ecosystem, develop practical skills, build project work and identify areas for further growth.

01 **FOUNDATION**
Understand digital marketing, audiences, channels and strategy.

02 **PRACTICAL SKILLS**
Develop skills across SEO, content, social media, paid marketing and analytics.

03 **PROJECTS**
Apply your learning through structured marketing projects and deliverables.

04 **PORTFOLIO**
Organize selected project work into presentable portfolio pieces.

05 **PRESENTATION**
Learn to explain your approach, work, insights and recommendations.

06 **CAREER DIRECTION**
Explore relevant roles, freelance opportunities, specialization paths or business applications.

02 EXPLORE DIGITAL MARKETING CAREER AREAS

01 **SEO**
Search visibility, keyword research, on-page optimization and organic growth.

02 **CONTENT MARKETING**
Content strategy, copywriting, content planning and distribution.

03 **PAID MEDIA**
Google Ads, Meta Ads, campaign planning and performance optimization.

04 **SOCIAL MEDIA**
Content planning, audience engagement and social media strategy.

05 **ANALYTICS & PERFORMANCE**
Marketing metrics, reporting, performance analysis and optimization.

06 **DIGITAL STRATEGY**
Audience research, channel planning, campaign strategy and integrated marketing.

03 WHAT YOU TAKE FORWARD

KNOWLEDGE
Understand the fundamentals.

PRACTICAL SKILLS
Apply concepts through structured activities.

PROJECT EXPERIENCE
Build marketing-focused deliverables.

PORTFOLIO WORK
Present selected projects professionally.

CONTINUOUS LEARNING
Keep developing as digital channels and tools evolve.



04 CHOOSE YOUR PROGRAMME

DIGITAL MARKETING COURSE
Build the foundation and develop practical digital marketing skills.

ADVANCED DIGITAL MARKETING
Strengthen advanced skills across execution and performance.

MASTER DIGITAL MARKETING PROGRAM
Develop an integrated understanding of strategy, execution, analytics and growth.



06 YOUR FINAL LEARNING LOOP

LEARN → PRACTICE → BUILD → MEASURE → GROW

PRACTICE → BUILD → MEASURE → GROW

05 FINAL MESSAGE

**LEARN WITH PURPOSE.
PRACTICE WITH STRUCTURE.
BUILD WITH CONFIDENCE.**

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Your Digital Marketing Journey Continues...