3-MONTH COMPLETE SYLLABUS · BASIC TO ADVANCED

Digital Marketing Course

SEO • AEO / GEO • Social & Ads • Analytics

Includes AI Search Optimization (AEO & GEO) for ChatGPT, AI Overviews and Perplexity. Go from marketing basics to running real campaigns.

- 65 Classes
- 3 Months · Mon–Fri
- 1-Month Internship Included



Learn Digital Marketing
From SEO and social to ads and analytics.



Real Campaign Projects
Capstone project plus a 1-month internship.

COURSE OVERVIEW

Everything You Need

From marketing basics to running real campaigns, including AI search.

10 modules, one journey

Everything you need to go from marketing basics to running real campaigns, including AI search optimization (AEO / GEO).



The Course at a Glance

65	65	3	Mon–Fri
Total Classes	Total Hours	Months Duration	Class Days

Internship Included

On successful completion of all 65 classes, every student receives a 1-Month Project-Based Internship. Apply your skills to real marketing campaigns before you graduate.

Our Approach

- **SEO, AEO & GEO**
- **Social & Ads**
- **Analytics**
- **Projects**

THE JOURNEY

10 Modules • Basic to Advanced • Capstone Project

SYLLABUS INDEX · MODULES 1–5

Syllabus Index

What's covered before the day-by-day breakdown.

1 Digital Marketing Fundamentals

Classes 1–6

Intro to Digital Marketing • Digital Marketing Ecosystem • Understanding Target Audience • Marketing Funnel • Branding Basics • DM Strategy Planning

2 Website, WordPress & Landing Pages

Classes 7–12

Website Basics • WordPress Fundamentals • Building a Website • Landing Page Design • UX & Website Optimization • Website Practical

3 SEO, AEO & GEO (Search + AI Search Optimization)

Classes 13–21

SEO Basics • Keyword Research • On-Page SEO • Off-Page SEO • Technical SEO • Local SEO • AEO – Answer Engine Optimization • GEO – Generative Engine Optimization • SEO + AEO + GEO Practical

4 Social Media Marketing

Classes 22–28

Social Media Marketing Basics • Content Planning & Calendar • Instagram Marketing • Facebook Marketing • LinkedIn & Twitter/X Marketing • YouTube Marketing • SMM Practical

5 Content Marketing & Copywriting

Classes 29–34

Content Marketing Basics • Copywriting Fundamentals • Blog Writing & SEO Content • Ad Copywriting • Storytelling in Marketing • Content Practical

Syllabus Index

What's covered before the day-by-day breakdown.

6 Google Ads & PPC

Classes 35–41

PPC & Google Ads Basics • Google Ads Account Setup • Search Ads • Display Ads • YouTube Ads • Bidding & Budgeting • Google Ads Practical

7 Meta Ads – Facebook & Instagram

Classes 42–47

Meta Ads Basics • Campaign Structure • Audience Targeting • Ad Creative & Copy • Retargeting Strategies • Meta Ads Practical

8 Email Marketing & Automation

Classes 48–53

Email Marketing Basics • Email Tools Overview • Writing Effective Emails • Automation & Drip Campaigns • Segmentation & Personalization • Email Practical

9 Analytics, Google Analytics & Data

Classes 54–58

Marketing Analytics Basics • Google Analytics Setup • Reading Reports • Conversion Tracking & Tag Manager • Analytics Practical

10 Advanced DM, AI Tools & Capstone Project

Classes 59–65

AI in Digital Marketing • Marketing Automation Tools • Affiliate, Influencer & E-commerce Marketing • Capstone Planning • Capstone Build – Part 1 • Capstone Build – Part 2 • Final Presentation & Certificate

MODULE 1 OF 10 · CLASSES 1–6

Digital Marketing Fundamentals

Start with the big picture of marketing.

Understand how digital marketing works: the channels, your target audience, the marketing funnel and how to plan a strategy with clear goals and KPIs.



Day-by-Day Breakdown

CLASS 1 **Intro to Digital Marketing**
What is DM; Traditional vs Digital; Career scope

CLASS 2 **Digital Marketing Ecosystem**
Channels overview; Paid, Owned, Earned media

CLASS 3 **Understanding Target Audience**
Buyer personas; Market research basics

CLASS 4 **Marketing Funnel**
AIDA model; Awareness to conversion funnel

CLASS 5 **Branding Basics**
Brand identity; Positioning; Competitor analysis

CLASS 6 **DM Strategy Planning**
Setting goals; KPIs; Campaign planning basics

Benefits You Get

Strong foundation
Learn the language and channels of digital marketing.

Think like a marketer
Use personas, funnels and positioning.

Plan with goals
Set goals and KPIs before spending a rupee.

Career clarity
See the scope and career paths in marketing.

AFTER THIS MODULE
You can plan a basic digital marketing strategy for any business.

MODULE 2 OF 10 · CLASSES 7–12

Website, WordPress & Landing Pages

Build the home base for every campaign.

Learn how websites work, create one with WordPress and Elementor, and design landing pages that turn visitors into leads and customers.



Day-by-Day Breakdown

CLASS 7 **Website Basics**
Domains, hosting; Website structure

CLASS 8 **WordPress Fundamentals**
Installing WordPress; Themes & plugins

CLASS 9 **Building a Website**
Pages, menus, widgets; Elementor basics

CLASS 10 **Landing Page Design**
Landing page principles; Conversion-focused design

CLASS 11 **UX & Website Optimization**
Speed, mobile-friendliness; UX best practices

CLASS 12 **Website Practical**
Building a complete landing page

Benefits You Get

Build without coding
Create sites with WordPress and Elementor.

Conversion-focused design
Design pages that guide visitors to act.

Fast and mobile-friendly
Improve speed and user experience.

Portfolio piece
Finish with a complete landing page.

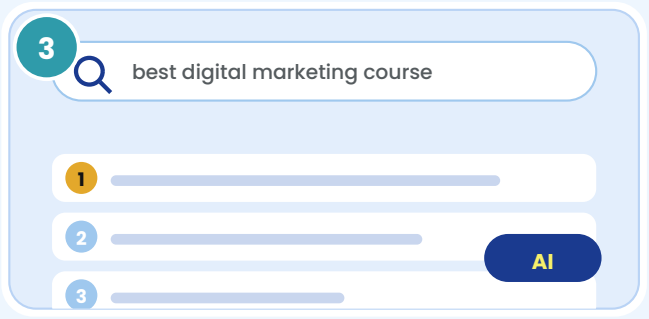
AFTER THIS MODULE
You can build a complete website and landing page.

MODULE 3 OF 10 · CLASSES 13–21

SEO, AEO & GEO

Get found on Google and in AI answers.

Learn SEO from keywords to technical and local SEO, then optimise for answer engines and for citations in ChatGPT, Google AI Overviews and Perplexity.



Day-by-Day Breakdown

CLASS 13 — **SEO Basics**
How search engines work; SEO importance

CLASS 14 — **Keyword Research**
Tools; Search intent; Keyword mapping

CLASS 15 — **On-Page SEO**
Meta tags, headings, URL structure

CLASS 16 — **Off-Page SEO**
Backlinks; Link building strategies

CLASS 17 — **Technical SEO**
Sitemap, robots.txt, site speed, indexing

CLASS 18 — **Local SEO**
Google Business Profile; Local ranking factors

CLASS 19 — **AEO – Answer Engine Optimization**
Featured snippets, voice search & direct-answer boxes

CLASS 20 — **GEO – Generative Engine Optimization**
Get cited by ChatGPT, Google AI Overviews & Perplexity

CLASS 21 — **SEO + AEO + GEO Practical**
Full SEO/AEO/GEO audit of a website

Benefits You Get

Be found on search
Improve visibility on Google.

Future-ready skills
AEO and GEO prepare you for AI search.

Local visibility
Help businesses appear in local results.

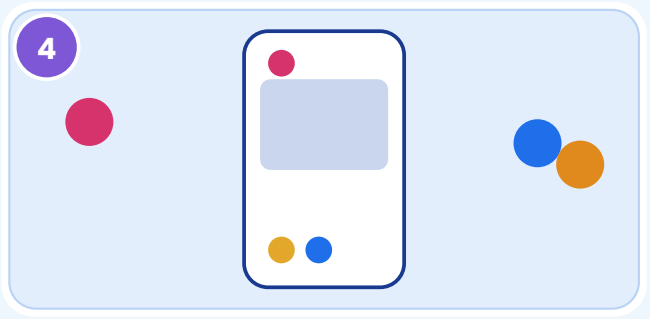
Audit skills
Run a full SEO, AEO and GEO audit.

MODULE 4 OF 10 · CLASSES 22–28

Social Media Marketing

Plan and run organic marketing across platforms.

Plan content and grow audiences on Instagram, Facebook, LinkedIn, X and YouTube with content pillars, posting calendars and growth strategies.



Day-by-Day Breakdown

CLASS 22 **Social Media Marketing Basics**
Platforms overview; SMM strategy

CLASS 23 **Content Planning & Calendar**
Content pillars; Posting calendar

CLASS 24 **Instagram Marketing**
Reels, stories, growth strategies

CLASS 25 **Facebook Marketing**
Pages, groups, organic strategies

CLASS 26 **LinkedIn & Twitter/X Marketing**
B2B marketing; Personal branding

CLASS 27 **YouTube Marketing**
Channel setup; Video SEO basics

CLASS 28 **SMM Practical**
Building a 1-month content calendar

Benefits You Get

Consistent content
Plan posts with content pillars and a calendar.

Platform know-how
Understand what works on each platform.

Personal and B2B branding
Build presence on LinkedIn and X.

Service ready
Offer social media management to clients.

MODULE 5 OF 10 · CLASSES 29–34

Content Marketing & Copywriting

Words that attract, persuade and convert.

Learn content strategy, persuasive copywriting, SEO blog writing, ad copy and brand storytelling, and finish with a complete content piece.



Day-by-Day Breakdown

CLASS 29 **Content Marketing Basics**
Content types; Content strategy

CLASS 30 **Copywriting Fundamentals**
Headlines, hooks, persuasive writing

CLASS 31 **Blog Writing & SEO Content**
Structuring blogs; SEO writing

CLASS 32 **Ad Copywriting**
Writing ads for Google/social platforms

CLASS 33 **Storytelling in Marketing**
Brand storytelling techniques

CLASS 34 **Content Practical**
Writing a complete content piece + ad copy

Benefits You Get

Persuasive writing
Headlines and hooks that get attention.

SEO content skills
Write blogs that search engines can find.

Ad copy that works
Write for Google and social platforms.

Brand storytelling
Connect with audiences through stories.

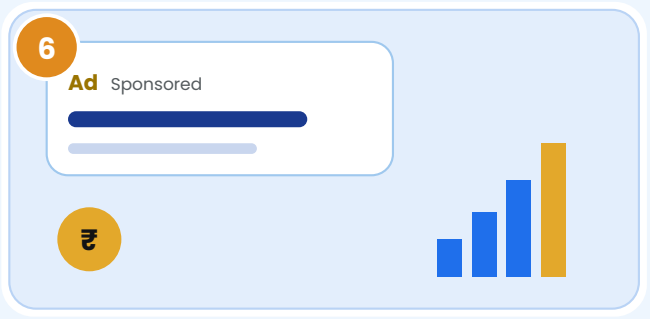
AFTER THIS MODULE
You can write a complete content piece and ad copy.

MODULE 6 OF 10 · CLASSES 35–41

Google Ads & PPC

Reach people who are searching right now.

Learn how pay-per-click works and run Google Ads: search, display and YouTube campaigns with the right bidding strategies and budgets.



Day-by-Day Breakdown

CLASS 35 **PPC & Google Ads Basics**
How PPC works; Ad auction

CLASS 36 **Google Ads Account Setup**
Campaign structure; Ad groups

CLASS 37 **Search Ads**
Keyword match types; Writing search ads

CLASS 38 **Display Ads**
Banner ads; Audience targeting

CLASS 39 **YouTube Ads**
Video ad formats; Targeting

CLASS 40 **Bidding & Budgeting**
Bid strategies; Budget optimization

CLASS 41 **Google Ads Practical**
Setting up a live campaign

Benefits You Get

Reach buyers
Show ads to people searching for what you offer.

Control your budget
Use bid strategies and budget optimization.

Multiple ad types
Search, display and YouTube ads.

Live campaign practice
Set up a campaign step by step.

MODULE 7 OF 10 · CLASSES 42–47

Meta Ads – Facebook & Instagram

Run ads on Facebook and Instagram.

Learn account setup, campaign structure, audience targeting, ad creatives and retargeting with the Meta Pixel, then launch your own campaign.



Day-by-Day Breakdown

CLASS 42 **Meta Ads Basics**
Meta Business Suite; Ad account setup

CLASS 43 **Campaign Structure**
Campaign, ad set, ad; Objectives

CLASS 44 **Audience Targeting**
Custom & lookalike audiences

CLASS 45 **Ad Creative & Copy**
Designing effective ad creatives

CLASS 46 **Retargeting Strategies**
Pixel setup; Retargeting campaigns

CLASS 47 **Meta Ads Practical**
Launching a Facebook/Instagram ad campaign

Benefits You Get

Reach the right people
Targeting options for any business.

Structured campaigns
Campaign, ad set and ad done properly.

Retargeting skills
Bring back interested visitors with the Pixel.

A freelance service
Offer Meta Ads management to clients.

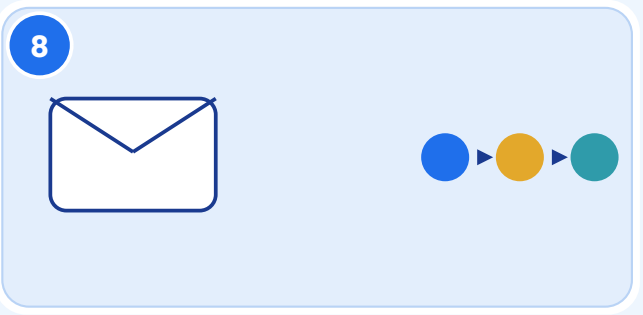
AFTER THIS MODULE
You can launch a Facebook and Instagram ad campaign.

MODULE 8 OF 10 · CLASSES 48–53

Email Marketing & Automation

Build an audience you own.

Learn list building, effective email writing and automated drip campaigns with segmentation and personalisation.



Day-by-Day Breakdown

CLASS 48 **Email Marketing Basics**
Why email marketing; List building

CLASS 49 **Email Tools Overview**
Mailchimp & other tools overview

CLASS 50 **Writing Effective Emails**
Subject lines; Email copywriting

CLASS 51 **Automation & Drip Campaigns**
Sequences; Triggers

CLASS 52 **Segmentation & Personalization**
List segmentation strategies

CLASS 53 **Email Practical**
Building a complete email automation sequence

Benefits You Get

Own your audience
Build and grow your own email list.

More relevant emails
Segment and personalise your messages.

Automated follow-ups
Set up sequences that run on their own.

Tool know-how
Get started with Mailchimp and similar tools.

AFTER THIS MODULE
You can build a complete email automation sequence.

MODULE 9 OF 10 · CLASSES 54–58

Analytics, Google Analytics & Data

Let the data show what works.

Set up GA4, read reports, track conversions with events and Google Tag Manager, and turn numbers into a clear performance report.



Day-by-Day Breakdown

CLASS 54 **Marketing Analytics Basics**
Why data matters; Key metrics

CLASS 55 **Google Analytics Setup**
GA4 setup; Tracking basics

CLASS 56 **Reading Reports**
Traffic sources; User behavior reports

CLASS 57 **Conversion Tracking & Tag Manager**
Goals, events, conversions; GTM basics

CLASS 58 **Analytics Practical**
Building a performance report

Benefits You Get

Decisions from data
Know what works instead of guessing.

Track conversions
Measure the actions that matter.

Client-ready reports
Present performance clearly.

Know what to improve
Spot weak points in any campaign.

AFTER THIS MODULE
You can build a marketing performance report.

MODULE 10 OF 10 · CLASSES 59–65

Advanced DM, AI Tools & Capstone

Bring everything together.

Use AI tools for content, ads and SEO, explore automation platforms and affiliate and influencer marketing, then build and present your capstone project.



Day-by-Day Breakdown

CLASS 59 **AI in Digital Marketing**
AI tools for content, ads, SEO

CLASS 60 **Marketing Automation Tools**
CRM basics; Automation platforms

CLASS 61 **Affiliate, Influencer & E-commerce**
Affiliate & influencer campaigns; Marketing for online stores

CLASS 62 **Capstone Planning**
Choosing a business; Defining strategy

CLASS 63 **Capstone Build – Part 1**
Website/SEO/AEO/GEO/content strategy

CLASS 64 **Capstone Build – Part 2**
Ad campaigns + analytics setup

CLASS 65 **Final Presentation & Certificate**
Project demo; Resume tips; Certification

Benefits You Get

AI-powered workflow
Use AI tools across content, ads and SEO.

Wider channel skills
Affiliate, influencer and e-commerce marketing.

Real project experience
Build a complete campaign for a real brand.

Certificate and resume tips
Finish ready to present your work.

FINAL CAPSTONE PROJECT

Build a Real Campaign

Every student builds one complete, real-world digital marketing campaign.

Your final project

Includes SEO, AEO/GEO, ads, content and analytics setup for a real brand, plus a live campaign presentation.



Choose Your Capstone

- **E-commerce Brand Launch Campaign**
- **Local Business SEO + Ads Package**
- **Personal Brand Growth Strategy**
- **Restaurant / Cafe Social Media Campaign**
- **Lead Generation Funnel for Services**
- **AI Search (AEO/GEO) Visibility Project**

WHAT YOU DELIVER

A complete campaign for a real brand: SEO, AEO/GEO, ads, content and analytics, with a live presentation.

COURSE FEE

Digital Marketing Course Fee

Income Oriented Courses • Practical Learning • Project-Based Training

COURSE FEE

Digital Marketing 3-Month Complete Syllabus

₹30,000

65 Classes • 3 Months • Mon–Fri

Internship included on completing all 65 classes

What the Fee Includes

- 65 classes and 65 hours of training over 3 months (Monday to Friday)
- 10 modules from basic to advanced, including AEO / GEO AI search optimization
- Final capstone project with a live campaign presentation
- Certification at the end of Class 65, plus resume tips
- 1-Month Project-Based Internship on completing all 65 classes

THANK YOU

Let’s Grow Your Brand

Let’s grow your brand with Digital Marketing, together.



Get in Touch

Ready to Start Your Digital Marketing Career?

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