



**Note:** *This course outline and schedule are tentative and may be adjusted by the instructor depending on class progress and circumstances.*

# Digital Marketing Course Outline

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## Course Details

Course Type: **Certification**

Course Duration: **4 months**

Class Frequency: **2 classes/week, 2 hours each**

Mode of Delivery: **On-Campus**

## Course Objectives

- Equip students with **practical digital marketing skills**
- **Key topics:** SEO, social media, Google Ads, content creation, email marketing
- **Learn to:** Build websites, run campaigns, analyse data (Google Analytics)
- **Explore:** Freelancing & earning opportunities online

## Week-wise Course Plan

Week	Topics Covered	Learning Objectives	Activities / Assignments
1	<b>Digital Marketing Overview</b> <ul style="list-style-type: none"><li>• Our Roadmap to Success</li><li>• What is Marketing?</li><li>• The Marketing Process</li><li>• What is Digital Marketing?</li><li>• Traditional vs Digital Marketing</li><li>• Digital Marketing Sources</li><li>• What is Communication and its types?</li><li>• Content and its Formats</li><li>• Core Channels of Digital Marketing</li><li>• The Digital Customer Journey</li><li>• Digital Marketing Funnel</li></ul>	Students will learn the basics of marketing, digital channels, customer journey, communication types, and a simple digital marketing strategy for success.	<ul style="list-style-type: none"><li>• What is Digital Marketing? Explain with examples.</li><li>• List any 5 major differences between Traditional and Digital Marketing.</li><li>• Create a flowchart of the digital marketing process</li></ul>

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2	<b>Website Planning &amp; Creation</b> <ul style="list-style-type: none"> <li>What is a content management system?</li> <li>Overview of WordPress</li> <li>WordPress.com vs. WordPress.org</li> <li>Installing WordPress</li> <li>WordPress Dashboard &amp; Settings</li> </ul>	Students will understand the concept of a Content Management System (CMS) and learn the basics of WordPress, including its installation and setup. They will be able to differentiate between WordPress.com and WordPress.org and explore the WordPress dashboard to manage basic website settings.	<ul style="list-style-type: none"> <li>Define what a Content Management System (CMS) is in your own words (3–4 lines).</li> <li>Install WordPress locally or on live hosting</li> <li>Mention 3 advantages of using WordPress as a CMS.</li> </ul>
3	<ul style="list-style-type: none"> <li>WordPress Themes &amp; Customization</li> <li>Posts, Pages &amp; Media</li> </ul>	Students will learn to customize WordPress themes, create/manage posts and pages, handle media files, and understand the difference between posts and pages.	Install and customize a free WordPress theme, create one page and one post with an image, and briefly explain the difference between pages and posts
4	<ul style="list-style-type: none"> <li>Plugins &amp; Extensions</li> <li>WooCommerce Setup</li> </ul>	Students will learn to use plugins to extend WordPress features and set up a basic online store using WooCommerce.	<ul style="list-style-type: none"> <li>Install at least 2 useful plugins (e.g., Contact Form 7, SEO plugin) and activate them.</li> <li>Install and set up WooCommerce. Add 1 demo product and configure basic settings.</li> </ul>
5	<b>Social Media Marketing (SMM)</b> <ul style="list-style-type: none"> <li>Social Media Marketing Introduction</li> <li>Facebook &amp; Instagram Marketing</li> </ul>	Students will learn the basics of social media marketing and how to effectively use Facebook and Instagram for business growth.	<ul style="list-style-type: none"> <li>Create a Facebook Business Page and an Instagram Business Account (if not already created).</li> <li>Add a profile picture, cover photo (for Facebook), and complete business information (bio, contact, etc.).</li> <li>Make one post on each platform (image or text-based), related to any product or service.</li> <li>Write 3–4 lines explaining the difference between personal and business accounts on social media.</li> </ul>
6	<ul style="list-style-type: none"> <li>LinkedIn, Twitter &amp; TikTok Strategy</li> <li>YouTube Marketing</li> </ul>	Students will learn how to use LinkedIn, Twitter, TikTok, and YouTube to promote businesses, create engaging content, and build brand presence on each platform.	<ul style="list-style-type: none"> <li>Create or update a LinkedIn profile and write a professional bio (3–4 lines).</li> <li>Search and follow at least 3 business profiles on Twitter/X,</li> </ul>

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			<p>and write what kind of content they post.</p> <ul style="list-style-type: none"> <li>Identify any trending TikTok marketing trend and explain it briefly (2–3 lines).</li> <li>Visit any YouTube business channel, describe the type of content they share, and suggest one improvement.</li> <li>Write one benefit of using each platform (LinkedIn, Twitter, TikTok, YouTube) for business marketing.</li> </ul>
7	<b>Search Engine Optimization (SEO)</b> <ul style="list-style-type: none"> <li>What is SEO?</li> <li>Importance of SEO for businesses and websites</li> <li>How search engines work (Google, Bing, etc.)</li> <li>SEO vs. SEM (Search Engine Marketing)</li> <li>Introduction to SERP</li> <li>White Hat, Black Hat, and Gray Hat SEO</li> <li>Importance of keyword research</li> <li>Types of keywords</li> <li>Tools for keyword research</li> <li>Competitor keyword analysis</li> <li>Search intent and keyword optimization</li> </ul>	<p>Students will understand the basics of SEO, keyword research, search engine behavior, ethical SEO practices, and how to optimize content based on search intent using the right tools.</p>	<ul style="list-style-type: none"> <li>Define SEO and its importance (3–4 lines).</li> <li>Write 2 differences between SEO and SEM.</li> <li>Take a screenshot of a Google search result (SERP) and describe it briefly.</li> <li>Find 5 keywords for any product using a free tool (mention search volume &amp; competition).</li> <li>Write 2–3 lines about search intent and its role in keyword selection.</li> </ul>
8	<b>On-Page SEO</b> <ul style="list-style-type: none"> <li>Meta tags (Title, Description, Keywords)</li> <li>URL structure and SEO-friendly URLs</li> <li>Header tags (H1, H2, H3, etc.)</li> <li>Content optimization</li> <li>Image SEO</li> <li>Internal and External linking strategy</li> <li>Mobile-friendliness and responsive design</li> <li>Page speed optimization</li> </ul> <b>Off-Page SEO</b> <ul style="list-style-type: none"> <li>Importance of backlinks</li> </ul>	<p>Students will learn how to optimize website content (On-Page SEO) and build authority through backlinks and external signals (Off-Page SEO) using best practices and tools.</p>	<ul style="list-style-type: none"> <li>Write meta title and meta description for a product or service of your choice.</li> <li>Find and share one example each of a good and bad SEO-friendly URL.</li> <li>List 3 types of backlinks and explain their importance in 2–3 lines.</li> <li>Use a tool like Uber suggest or Ahrefs (free trial) to analyze</li> </ul>

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	<ul style="list-style-type: none"> <li>Types of backlinks</li> <li>Social signals and their impact on SEO</li> <li>Local SEO backlinks</li> <li>Link-building tools and analysis</li> </ul>		backlinks of any website and write 2 key observations.
9	<b>Local SEO &amp; SEO Analytics</b> <ul style="list-style-type: none"> <li>Introduction to Local SEO</li> <li>Setting up and optimizing Google My Business (GMB)</li> <li>Local citations and directory submissions</li> <li>Customer reviews and reputation management</li> <li>Local keyword optimization</li> <li>Google Search Console overview</li> <li>Google Analytics for SEO tracking</li> <li>Key SEO metrics</li> <li>Technical SEO</li> </ul>	Students will learn how to optimize Local SEO using GMB, reviews, and local keywords, and track SEO performance using Google Search Console and Analytics.	<ul style="list-style-type: none"> <li>Search for your local business category (e.g., "mobile shop in Karachi") and list 3 local citation websites you find.</li> <li>Write 2–3 lines on the importance of customer reviews in local SEO.</li> <li>Open Google Analytics or Google Search Console (demo or your site if available) and list any 2 key SEO metrics you see.</li> </ul>
10	<b>PPC &amp; Google Ads Overview</b> <ul style="list-style-type: none"> <li>What is Pay-Per-Click (PPC) Advertising?</li> <li>Understanding Google Ads Auction &amp; Bidding System</li> <li>Creating a Google Ads Account</li> <li>Understanding Google Ads Interface</li> </ul>	Students will understand PPC advertising, learn how Google Ads bidding works, and gain hands-on knowledge of setting up and navigating a Google Ads account.	<ul style="list-style-type: none"> <li>Write a short definition of PPC advertising and explain one benefit for businesses.</li> <li>Create or explore a Google Ads account and list any 2 key features you observe in the interface.</li> </ul>
11	<ul style="list-style-type: none"> <li>Keyword Research &amp; Targeting</li> <li>Google Search Ads</li> <li>Google Display Ads</li> <li>Google Display Ads</li> <li>Video Advertising (YouTube Ads)</li> <li>Google Ads Bidding Strategies</li> </ul>	Students will learn how to research keywords, create Search, Display, and YouTube ads, and apply smart bidding strategies to improve ad performance.	Use a keyword research tool to find 3 relevant keywords for any product or service. Then, explain the difference between Search Ads, Display Ads, and Video Ads in 1–2 lines. Lastly, list 2 common Google Ads bidding strategies and mention when each is most effective.
12	<b>Content Creation Fundamentals</b> <ul style="list-style-type: none"> <li>Introduction to Content Creation</li> <li>Content Planning &amp; Strategy</li> <li>Writing Engaging Content</li> <li>Graphic Design Basics</li> <li>Video Content Creation</li> </ul>	Students will learn how to plan, write, and design engaging content in text, graphic, and video formats for digital platforms.	Create a short content plan with 3 social media post ideas for any product or service. Write one engaging caption and design a simple graphic using a free tool like Canva. Lastly, explain in 2–3 lines why video content is important in digital marketing.

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13	<b>Business Development</b> <ul style="list-style-type: none"> <li>• Introduction to Business Development</li> <li>• Market Research &amp; Analysis</li> <li>• Lead Generation &amp; Sales Strategies</li> <li>• Building Business Relationships</li> <li>• What is Branding?</li> <li>• What is Personal Branding?</li> </ul>	Students will learn how to research markets, generate leads, build business relationships, and understand the importance of branding and personal branding in business growth.	Conduct basic market research on any product or service and list two potential customer types. Write 2–3 lines explaining the difference between branding and personal branding.
14	<b>Lead Generation / Google Analytics</b> <ul style="list-style-type: none"> <li>• What is lead generation?</li> <li>• Importance for businesses</li> <li>• Organic vs. Paid Leads</li> <li>• Converting leads into sales</li> <li>• Elements of a perfect landing page</li> <li>• B2B vs. B2C Lead Generation</li> <li>• Google Analytics (GA4) <ul style="list-style-type: none"> <li>◦ Setup, reports, goals</li> </ul> </li> </ul>	Students will learn how to generate and convert leads, design effective landing pages, and use Google Analytics (GA4) to track website performance and marketing goals.	Create a simple landing page idea for any product or service and list two key elements it should include. Then, explain in 2–3 lines how Google Analytics helps in tracking lead performance.
15	<b>Email Marketing and Affiliate Marketing</b> <ul style="list-style-type: none"> <li>• What is Email Marketing?</li> <li>• Importance of Email Marketing in Digital Strategy</li> <li>• Understanding Different Types of Emails</li> <li>• Overview of Email Marketing Platforms</li> <li>• Best Email Marketing Tools &amp; Features</li> <li>• Introduction to Affiliate Marketing</li> <li>• What is Affiliate Marketing?</li> <li>• How Does Affiliate Marketing Work?</li> <li>• Benefits of Affiliate Marketing</li> <li>• Affiliate Marketing vs. Other Online Businesses</li> </ul>	Students will learn how to use email marketing tools to engage customers and understand how affiliate marketing works as a business model, along with its benefits and differences from other strategies.	Choose an email marketing platform and list two features it offers for creating campaigns. Write one example of a promotional email for any product. Then, briefly explain how affiliate marketing works and mention one of its key benefits.
16	<b>Earning From Freelancing</b> <ul style="list-style-type: none"> <li>• Introduction to Freelancing</li> <li>• Understanding freelancing and its scope</li> <li>• Benefits and challenges of freelancing</li> <li>• Choosing the right freelancing platform</li> <li>• Upwork, Fiverr, Freelancer</li> <li>• Identifying Marketable Skills</li> <li>• Profile Creation &amp; Optimization</li> <li>• Finding and Winning Clients</li> </ul>	Students will learn how to begin freelancing, choose suitable platforms, create strong profiles, find clients, and deliver quality work for consistent income and growth.	Choose anyone freelancing platform (e.g., Fiverr or Upwork) and create a basic profile with your name, skills, and description. Write 2–3 lines on what services you would offer and how you would price them. Lastly, mention one tip for winning your first client.

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	<ul style="list-style-type: none"> <li>Pricing and Payments</li> <li>Delivering Quality Work &amp; Client Retention</li> </ul>		
17	<b>Final Review &amp; Mock Interview</b> <ul style="list-style-type: none"> <li>Recap, Q&amp;A, client handling skills</li> </ul> <b>Assignment:</b> Submit your final portfolio + record a 1-minute video pitch as a digital marketer.		

### **Assessment Structure**

<i>Component</i>	<i>Weightage</i>
Class Participation	10%
Quizzes	20%
Assignments	30%
Final Project / Exam	40%

### **Final Project**

The final project of the Digital Marketing course allows students to apply everything they have learned by creating a complete digital marketing strategy for a product, service, or business idea. They will build a WordPress website, optimize it for SEO, plan and execute an ad campaign, and analyze results using Google Analytics. This hands-on project helps students build a strong portfolio and prepares them for real-world freelancing or job opportunities.

### **Recommended Resources**

- Digital Marketing Tools

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## **Attendance Policy**

- 80 % Attendance is mandatory for certification.
- Late submissions may result in grade deductions.

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