

DIGITAL MARKETING MASTERY: 12-WEEK SYLLABUS

Launch Your Online Career

MONTH 1: FOUNDATION

Intro to Digital
Marketing

Website & SEO
Basics

Content Marketing

Social Media
Marketing (SMM)

MONTH 2: ADVERTISING & ENGAGEMENT

Google Ads

Social Media Ads

Email Marketing

Influencer &
Affiliate Marketing

MONTH 3: ADVANCED TOOLS & CAREER PREP

Analytics &
Reporting

Branding Strategy

Digital Marketing
Project

Career Prep &
Certification

[START YOUR JOURNEY. ENROLL NOW!](#)