

TickMark Academy
Digital Marketing Course
Duration- 2.5 months

	Digital Marketing Syllabus
Week 1	Introduction to Marketing & Digital Marketing
Class 1	Introduction to Marketing & Digital Marketing – Overview
Class 2	Various Channels of Offline Marketing
Class 3	Various Channels of Digital Marketing
Class 4	Benefits of Digital Marketing Over Traditional Marketing
Class 5	Clients in Digital Marketing: Who and Why?
Week 2	Marketing Concepts and Strategies
Class 6	Introduction to Market Segmentation & Targeting
Class 7	Consumer Behavior in Digital Marketing
Class 8	Marketing Mix (4Ps) in Digital Marketing
Class 9	Customer Relationship Management (CRM) in Digital Marketing
Class 10	Doubt Clearing Session & Revision
Week 2	Quiz and LinkedIn Basics
Class 11	Quiz on Week 1 & 2 Topics
class 12	Introduction to LinkedIn – Purpose, Use, and Benefits
Class 13	How to Join LinkedIn & Who Should Join
class 14	5 Steps to Get Started with LinkedIn
Class 15	Free vs. Paid LinkedIn Accounts – Which One to Choose?
Week 3	LinkedIn and SEO Basics
Class 16	LinkedIn Profile Full Overview
Class 17	Education, Experience, and Skills Tips for LinkedIn
Class 18	Recommendations & Endorsements – How They Work
Class 19	SEO Overview – Types & Common Mistakes
Class 20	Introduction to Blogging & Vlogging

Week 4	SEO & Blogging
Class 21	SEO Tools & Techniques: Calendly Overview
Class 22	Types of Blogs – Part 1 (Personal, Niche, Business)
Class 23	Types of Blogs – Part 2 (Affiliate, Guest, Collaborative)
Class 24	Bloggging Channels: How to Choose the Right One
Class 25	Tools Used in Content Writing (Grammarly, Hemingway, etc.)
Week 6	Influencer Marketing
Class 26	Introduction to Influencer Marketing
Class 27	Parties Involved in Influencer Marketing
Class 28	Types of Influencers (Micro, Macro, Celebrity)
Class 29	How to Become an Influencer? Step-by-Step Guide
Class 30	Setting Up Your Own Influencer Marketing Agency
Week 7	Influencer Marketing & Social Media
Class 31	How to Approach an Influencer?
Class 32	Successful Influencer Marketing Examples
Class 33	Introduction to Facebook Marketing
Class 34	Introduction to Instagram Marketing
Class 35	Facebook/Instagram Ads – Part 1
Week 8	Social Media Marketing
Class 36	Facebook/Instagram Ads – Part 2
Class 37	Advanced Ad Targeting on Facebook & Instagram
Class 38	Introduction to YouTube Marketing
Class 39	Introduction to Twitter Marketing
Class 40	Insights/Analysis: YouTube, LinkedIn, Facebook, Instagram
Week 9	Social Media Analysis & Careers
Class 41	Comparative Analysis of Social Media Platforms
Class 42	Social Media Trends & Future of Digital Marketing
Class 43	Types of Jobs in Digital Marketing (SEO, Content, etc.)
Class 44	Freelancing in Digital Marketing – How to Get Started

Class 45	Digital Marketing Career Growth and Salary Expectations
Week 10	Jobs & Interviews
Class 46	Interview Questions in Digital Marketing Roles
Class 47	How to Ace a Digital Marketing Interview
Class 48	Quiz on Social Media Marketing and Jobs
Class 49	Introduction to Starting a Digital Marketing Company
Class 50	Creating a Business Plan for Your Company
Week 11	Starting a Digital Marketing Company
Class 51	Marketing Strategies for Your Digital Marketing Company
Class 52	Building Your Team and Outsourcing
Class 53	Tools & Resources for Running a Digital Marketing Agency
Class 54	Common Pitfalls in Digital Marketing Businesses
Class 55	Case Study: Successful Digital Marketing Agencies
Week 12	Final Review & Quiz
Class 56	Final Doubt Clearing Session & Revision
Class 57	Quiz on Week 10 & 11 Topics
Class 58	How to Scale a Digital Marketing Business
Class 59	Final Project Presentation & Feedback
Class 60	Final Quiz and Wrap-Up