
Digital Marketing Course Catalogue

Welcome to Your Digital Marketing Journey!

Instructor: Coach Naveed Khan

Target Audience: Students and fresh graduates looking to launch a career in digital marketing.

Welcome to our two-month Digital Marketing Course! This course is designed to equip you with the skills needed to succeed in the world of digital marketing. Learn the key tools and strategies to become a digital marketing pro, whether you're aiming for a job or looking to freelance.

Course Overview

Duration: 2 months (8 weeks)

Schedule: 3 classes per week (Total of 24 sessions)

Mode: Live sessions

Certification: Certificate upon successful completion

Projects: Practical assignments and projects to apply the skills learned.

What you'll learn:

- Understand the full spectrum of digital marketing.
- Develop effective strategies for social media, content creation, SEO, PPC, and analytics.
- Gain hands-on experience by working on real-world projects.

Course Modules

Week 1: Introduction to Digital Marketing

- **Class 1:** Overview of Digital Marketing
Topics: Digital marketing channels, customer journey, role in business.
Outcome: Understand the basics of digital marketing and its importance.
- **Class 2:** Marketing Funnel and Consumer Behavior
Topics: Awareness to conversion stages, how consumers interact online.
Outcome: Learn how to map a customer journey and identify digital touchpoints.

- **Class 3:** Digital Marketing Strategy
Topics: Creating a digital marketing strategy and setting goals.
Outcome: Ability to formulate a basic digital marketing strategy.

Week 2-3: Social Media Marketing (SMM)

- **Class 4:** Social Media Platforms Overview
Topics: Facebook, Instagram, LinkedIn, and Twitter strategies.
Outcome: Understand which platforms are best for different audiences.
- **Class 5:** Content Planning & Social Media Engagement
Topics: Creating content that resonates, scheduling, and engagement strategies.
Outcome: Learn how to develop a content calendar and engage audiences.
- **Class 6:** Social Media Ads
Topics: Running ads on Facebook and Instagram, targeting, budgeting.
Outcome: Set up basic social media ad campaigns to reach target audiences.

Week 4: Search Engine Optimization (SEO)

- **Class 7:** Introduction to SEO
Topics: Search engine workings, on-page vs. off-page SEO.
Outcome: Understand how search engines index and rank websites.
- **Class 8:** On-Page SEO
Topics: Keyword research, title tags, meta descriptions, content optimization.
Outcome: Ability to optimize a webpage for better search rankings.
- **Class 9:** Off-Page SEO & Backlink Building
Topics: Link-building strategies, social signals, and outreach.
Outcome: Understand how to boost a website's authority with off-page tactics.

Week 5: Content Marketing & YouTube

- **Class 10:** Content Marketing Strategy
Topics: Storytelling, content types, creating value.
Outcome: Learn how to develop content that aligns with audience needs.
- **Class 11:** Blogging and Visual Content
Topics: Writing blogs, creating visuals, infographics.
Outcome: Ability to create engaging blog content and visuals for campaigns.
- **Class 12:** YouTube Marketing
Topics: Video creation, video SEO, YouTube monetization.
Outcome: Understand how to use YouTube as a marketing channel effectively.

Week 6: Pay-Per-Click (PPC) Advertising & Google Ads

- **Class 13:** Introduction to Google Ads
Topics: Basics of PPC, Google Ads platform overview.
Outcome: Set up a Google Ads account and understand campaign types.
- **Class 14:** Campaign Creation
Topics: Choosing keywords, setting budgets, ad writing.
Outcome: Ability to create a basic Google Ads campaign.
- **Class 15:** Campaign Management & Optimization
Topics: Tracking performance, bid adjustments, A/B testing.
Outcome: Learn how to optimize campaigns for better ROI.

Week 7: Email Marketing

- **Class 16:** Basics of Email Marketing
Topics: Email list building, segmentation, crafting engaging emails.
Outcome: Ability to create an effective email campaign.
- **Class 17:** Automation & A/B Testing
Topics: Automating campaigns, analyzing metrics, A/B testing subject lines.
Outcome: Understand how to optimize email campaigns for engagement.
- **Class 18:** Email Marketing Platforms
Topics: Introduction to email marketing tools like Mail Chimp and Constant Contact.
Outcome: Learn to use platforms to manage campaigns effectively.

Week 8: Analytics, Performance Tracking, & Career Guidance

- **Class 19:** Introduction to Google Analytics
Topics: Key metrics, setting up Google Analytics.
Outcome: Ability to track website traffic and understand key performance metrics.
- **Class 20:** Interpreting Data for Decision Making
Topics: Using data to evaluate and adjust campaigns, creating reports.
Outcome: Understand how to use data insights to optimize digital marketing strategies.
- **Class 21:** Review Management
Topics: Managing online reviews, encouraging positive feedback, handling negative reviews.
Outcome: Learn strategies for managing a brand's online reputation.
- **Class 22:** Portfolio Development
Topics: Creating a professional portfolio, showcasing digital marketing skills.
Outcome: Build a portfolio to showcase the projects completed during the course.

- **Class 23:** Resume Building & Interview Preparation
Topics: Resume writing, highlighting digital marketing skills, interview tips.
Outcome: Prepare a strong resume and practice for digital marketing interviews.
 - **Class 24:** Career Paths in Digital Marketing
Topics: Exploring career options in digital marketing, freelance opportunities.
Outcome: Understand the various paths available in the industry and plan your next steps.
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Course Features

- **Interactive Learning:** Participate in live classes, Q&A sessions, and group activities.
- **Hands-On Projects:** Get practical experience by working on assignments and live projects.
- **Personalized Mentorship:** Benefit from personalized guidance by Coach Naveed Khan.
- **Certification:** Earn a professional certificate to enhance your resume.
- **Recorded Sessions:** Access recorded lectures to revisit content at your convenience.
- **Community Access:** Network with peers and join an inspiring community of marketers.

Why Join Us?

- **Comprehensive Curriculum:** Learn everything you need to know about digital marketing in just two months.
- **Industry-Relevant Skills:** Gain practical skills through projects and real-world scenarios.
- **Expert Guidance:** Learn from Coach Naveed Khan with years of experience in digital marketing.
- **Career Boost:** Develop a portfolio and receive career support to help you land your first job or freelance clients.

How to Enroll?

- **Contact Us:** Reach out at **Admin Office MCIT** to sign up or learn more.
- **Start Date:** The course begins on.
- **Course Fee:** PKR 25,000.00