



3 Months Certification Course

Syllabus 2026

# Digital Marketing

Prepared By:  
**TECH ENGINEER, Mohali**

This digital marketing training program is designed to provide complete practical knowledge of online marketing tools and strategies. Students will learn how to promote brands, generate leads, grow businesses, and build successful online careers.

# PROGRAM IS BEST SUITED FOR



Entrepreneurs



College Students



Marketing Professionals



Job Seekers

## WHY YOU SHOULD LEARN DIGITAL MARKETING

- According to PwC's Global Entertainment & Media Outlook 2024-2028, digital advertising is on a trajectory to command **80%** of total advertising revenue by 2029. **Global Ad Revenue:** Projected to top **\$1 trillion in 2026**.
- Top MNC'S & new age startups in India looking for experts in digital marketing. Small Businesses are also in the queue.
- Digital marketing opens doors to Self- employment, freelancing, YouTube creator club & blogging.
- Job profiles after one course- SEO, Social Media Manager, Digital Marketing Analyst etc.

## **MONTH 1 – DIGITAL MARKETING FUNDAMENTALS and SEO**

- Introduction to Digital Marketing
- Types of Digital Marketing
- Online Consumer Behavior
- Website Basics (Domain, Hosting, SSL)
- Search Engine Basics
- Digital Marketing Strategy
- On-Page SEO
- Off-Page SEO
- Technical SEO
- Local SEO (Google Business Profile)

**Project:** Create a Digital Marketing Plan and Website SEO Audit

## **MONTH 3 – FREE SOCIAL MEDIA MARKETING & PAID ADVERTISING & ANALYTICS**

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Twitter (X)
- YouTube Marketing
- Content Planning
- Facebook & Instagram Ads
- Campaign Strategy
- Google Analytics 4 (GA4)

**Project:** Create Social Media Pages and Create a Demo Ad Campaign

## **MONTH 5 – CONTENT & EMAIL MARKETING V/s ADVANCED DIGITAL MARKETING**

- Content Marketing Strategy
- Blogging using WordPress
- Copywriting Techniques
- Email Marketing Tools (Mailchimp/Brevo)
- Affiliate Marketing
- Funnel Building
- E-commerce Marketing
- Freelancing Platforms
- Portfolio Development

**Final Project:** Blog + Email Campaign and Complete Digital Marketing Campaign

## **ADDITIONAL TRAINING BENEFITS**

- Live Projects
- Internship Certificate
- Resume Building
- Interview Preparation
- Google Certification Guidance



# Certificate

Upon completing this Certification course, you will receive a program completion certificate from Tech Engineer, Mohali (Pb). This certificate will testify to your skills as an expert in the completed course.

# Contact Us

## Visit Our HQ

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