



ITKART Institute of Cyber & Information Security

1-Year Advanced Diploma

Digital Marketing & Social Media Strategy

www.iicis.org

48 Weeks (1 Year)

**Industry-ready Digital Marketing Manager / Growth Hacker / Social
Media Strategist / E-Commerce Marketing Specialist**

**Instructor-led Classes + Hands-on Labs + Mini Projects + Case
Studies + Capstone Project**

Module	Module Title
1	Digital Marketing Foundations & Strategy
2	Search Engine Optimization (SEO)
3	Paid Advertising (SEM, PPC & Social Ads)
4	Social Media Marketing (SMM)
5	Content & Email Marketing
6	Advanced Social Media & E-Commerce Marketing
Revision & Internal Assessment	
7	Marketing Automation & CRM
8	Brand Building, PR & Growth Hacking
9	Advanced Analytics & Data-Driven Marketing
10	Capstone Project & Career Preparation
Final Evaluation	

Semester 1

Foundations of Digital Marketing (Month 1–6)

Module 1 – Digital Marketing Foundations & Strategy (Month 1)

Content:

- Digital Marketing vs Traditional Marketing
- Digital Channels & Customer Journey
- Branding, Target Audience & Buyer Personas
- Marketing Funnels & Conversion Optimization
- Tools Overview: Google Analytics, SEMrush, Canva, HubSpot, Trello

Labs:

- Create a digital marketing plan for a startup

Case Study:

- Zomato & Nike digital marketing growth

Module 2 – Search Engine Optimization (SEO)

Content:

- Keyword Research & Competitor Analysis
- On-Page SEO: Titles, Meta, Headers, Schema
- Off-Page SEO & Link Building
- Technical SEO: Site Architecture, Robots.txt, XML Sitemaps, Core Web Vitals, Mobile SEO
- Local SEO & Voice Search Optimization
- Tools: Ahrefs, SEMrush, Moz, Screaming Frog, Google Search Console

Labs:

- SEO optimization on a website/blog

Mini Project:

- SEO audit & performance report

Module 3 – Paid Advertising (SEM, PPC & Social Ads) (Month 3)

Content:

- Google Ads (Search, Display, Shopping, Video)
- Keyword Planning & Negative Keywords
- Ad Copywriting & Retargeting/Remarketing
- Facebook, Instagram, LinkedIn, TikTok Ads
- Budgeting & Campaign Metrics: CTR, CPC, ROAS

Labs:

- Run Google Ads simulation

Mini Project:

- Launch small-budget paid campaign

Case Study:

- Airbnb paid ads strategy

Module 4 – Social Media Marketing (SMM) (Month 4)

Content:

- Platforms: Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok
- Content Planning, Scheduling, and Engagement
- Influencer Marketing Basics
- Community Management & Online Reputation
- Paid vs Organic Growth Strategy

Labs:

- Design a 1-week content calendar

Mini Project:

- Execute a 7-day campaign

Case Study:

- Starbucks & Nike social media storytelling

Module 5 – Content & Email Marketing (Month 5)

Content:

- Content Marketing Strategy: Blogs, Videos, Infographics, Whitepapers
- Copywriting & Storytelling Techniques (AIDA, PAS)
- Email Marketing Campaigns: Segmentation, Personalization
- Conversion Funnels & A/B Testing
- Video Marketing & YouTube SEO

Labs:

- Build content funnel + email lead capture

Mini Project:

- Launch 3-email drip campaign

Case Study:

- HubSpot inbound marketing strategy

Module 6 – Advanced Social Media & E-Commerce Marketing (Month 6)

Content:

- Advanced Ads: Facebook Retargeting, Pixel Setup, Custom Conversions
- LinkedIn B2B Lead Generation & Thought Leadership
- E-Commerce Marketing: Shopify, WooCommerce, Amazon
- Conversion Rate Optimization (Landing Pages, A/B Tests, Heatmaps)
- Affiliate Marketing, Dropshipping, Customer Retention & Loyalty

Labs:

- Create Shopify store + integrate Facebook Pixel

Project:

- Launch a mock e-commerce brand

Case Study:

- Gymshark growth strategy

Semester 2 (Month 7–12)

Advanced Digital Marketing & Strategy

Module 7 – Marketing Automation & CRM (Month 7)

Content:

- CRM Platforms: HubSpot, Zoho, Salesforce
- Marketing Automation: Email, Chatbots, Drip Campaigns
- Customer Segmentation & Lead Scoring
- Omnichannel Campaigns: SMS, WhatsApp, Push
- AI Tools in Marketing (ChatGPT, Jasper, Copy.ai)

Labs:

- Build automated lead nurturing funnel

Project:

- Omnichannel marketing campaign for product launch

Case Study:

- Netflix recommendation engine

Module 8 – Brand Building, PR & Growth Hacking (Month 8)

Content:

- Online Reputation Management (ORM)
- Influencer Marketing & Digital PR
- Viral Marketing & Growth Hacking Strategies
- Storytelling & Brand Positioning

Labs:

- Create PR + influencer campaign proposal

Mini Project:

- Growth hacking strategy for a startup

Case Study:

- Dropbox referral campaign

Module 9 – Advanced Analytics & Data-Driven Marketing (Month 9)

Content:

- Google Analytics 4 (GA4) Setup & Event Tracking
- Conversion Goals, KPIs & Attribution Models
- Dashboards: Google Data Studio & Power BI
- Predictive Analytics for Campaigns

Labs:

- Build GA4 + Data Studio dashboard

Mini Project:

- Complete ROI report for campaign

Case Study:

- Coca-Cola data-driven marketing strategy

Module 10 – Capstone Project & Career Preparation (Month 10-11)

Capstone Projects (Choose 1):

- Launch e-commerce brand with SEO + Ads + Social Media
- Design complete 360° marketing campaign for a real company
- Build influencer-driven viral campaign

1. Resume & Portfolio Development (with case studies & projects)

2. Mock Interviews & Role-Specific Preparation

Certification Prep:

- Google Ads, HubSpot, Meta Blueprint, SEMrush, LinkedIn Marketing

Deliverables:

- Portfolio + Presentation + Capstone Project