



ITKART Institute of Cyber & Information Security

6-Month Course

Digital Marketing

www.iicis.org

24 Weeks (6 Months)

Job-ready Digital Marketing Specialist / SEO Executive / Social
Media Manager (Entry-Level)

Instructor-led + Hands-on Labs + Real Campaigns + Mini Projects

Module	Module Title
1	Fundamentals of Digital Marketing & SEO
2	Paid Advertising & Social Media Marketing
3	Content Marketing & Email Campaigns
Revision & Internal Assessment	
4	Analytics, Reporting & Tools
5	Capstone Project Planning & Strategy
6	Capstone Project Execution & Career Prep
Final Evaluation	

Module 1: Fundamentals of Digital Marketing & SEO (Week 1–4)

Content:

- Digital Marketing vs Traditional Marketing
- Marketing Channels & Customer Journey
- Branding, Target Audience & Buyer Personas
- Marketing Funnel: Awareness → Conversion → Retention
- SEO Basics: Keyword Research, On-Page SEO, Meta Tags
- Technical & Local SEO: Sitemaps, Robots.txt, Google My Business
- SEO Tools Overview: SEMrush, Ahrefs, Moz

Labs/Project:

1. Create a personal digital marketing plan
2. Optimize a website/blog for SEO

Module 2: Paid Advertising & Social Media Marketing (Week 5–8)

Content:

- Google Ads: Search, Display, Video Campaigns
- Facebook & Instagram Ads Manager
- Retargeting & Remarketing
- Campaign Budgeting & Analytics
- Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, YouTube)
- Content Planning & Scheduling Tools (Hootsuite, Buffer, Later)
- Social Media Algorithms & Engagement Techniques
- Influencer Marketing & Community Building

Labs/Project:

1. Run a small-budget Google/Facebook Ads campaign
2. Create & execute a 1-week social media content calendar

Module 3: Content Marketing & Email Campaigns (Week 9–12)

Content:

- Content Marketing Strategy: Blogs, Videos, Infographics
- Storytelling & Copywriting Techniques
- Email Marketing (Mailchimp, HubSpot)
- Lead Nurturing & Conversion Funnels
- A/B Testing for Campaign Optimization

Labs/Project:

1. Draft blog & social media content plan
2. Run an email drip campaign and track performance

Module 4: Analytics, Reporting & Tools (Week 13–16)

Content:

- Google Analytics (GA4) Setup & Reporting
- Conversion Tracking & Marketing KPIs (CTR, CPC, CAC, ROAS)
- Competitor Analysis & Market Research
- Tool Integration: HubSpot, Zapier, Excel dashboards
- Data Visualization & Dashboarding

Labs/Project:

1. Build a marketing dashboard to monitor multi-channel campaigns
2. Generate insights and recommendations

Module 5: Capstone Project Planning & Strategy (Week 17–20)

Content:

- End-to-End Marketing Strategy Planning
- Multi-channel Strategy: SEO + Ads + Social Media + Content + Email
- Campaign Budgeting, Scheduling & KPI Setting
- Audience Segmentation & Targeting

Labs/Project:

1. Prepare a draft digital marketing strategy for a real/fictional business
2. Plan content, campaigns, and analytics tracking

Module 6: Capstone Project Execution & Career Prep (Week 21–24)

Content:

- Execute the full digital marketing plan
- Monitor campaigns, optimize performance
- Final report & presentation
- Resume Building & Portfolio Setup
- Interview Preparation & Certification Guidance

Deliverables:

1. Complete digital marketing strategy
2. Multi-channel campaign performance report
3. Presentation showcasing skills

Module 5: Content Marketing & Copywriting (Week 9–10)

Content:

- Content Strategy: Blogs, Videos, Infographics
- Storytelling & Copywriting Techniques
- Blogging & Visual Content Creation

Lab / Project:

1. Draft blog post & social media content plan
2. Evaluate content engagement

Module 6: Email Marketing & Lead Nurturing (Week 11–12)

Content:

- Email Campaigns (Mailchimp, HubSpot)
- Lead Nurturing & Conversion Funnels
- A/B Testing for Campaign Optimization

Lab / Project:

1. Run an email drip campaign
2. Track open rates, CTR, and conversions

Module 7: Analytics & Reporting (Week 13–16)

Content:

- Google Analytics (GA4) Setup & Reporting
- Conversion Tracking & Marketing KPIs (CTR, CPC, CAC, ROAS)
- Competitor Analysis & Market Research
- Digital Marketing Tool Integration: Zapier, HubSpot CRM
- Dashboard Creation & Visualization

Labs:

1. Track and visualize marketing metrics
2. Generate actionable insights from campaigns

Module 8: Capstone Project Planning (Week 17–20)

Content:

- End-to-End Marketing Strategy Planning
- Multi-channel Strategy: SEO + Social Media + Ads + Content + Email
- Campaign Budgeting, Scheduling & KPI Setting

Labs:

1. Prepare a draft digital marketing strategy for real/fictional business



Module 9: Capstone Project Execution (Week 21–24)

Content:

- Execute the full digital marketing plan
- Monitor campaigns and analyze results
- Report writing and final presentation

Deliverables:

1. Complete digital marketing strategy
2. Multi-channel campaign performance report
3. Presentation showcasing skills