

DIGITAL MARKETING SYLLABUS

PART - A

- Digital Marketing Overview
- Career Opportunities
- Why Choose Digital Marketing?
- Responsibility & Qualification

PART - B

- Types of Digital Marketing
- Types of Industries
- Brand Awareness
- Keyword Research
- Competitor Analysis

PART - C

- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)

PART - D

- SEM (Search Engine Marketing)
- SMM (Social Media Marketing)

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PART - E

- Email Marketing
- WhatsApp Marketing
- Content Marketing
- Affiliate Marketing
- Performance Marketing

PART - F

- GSC & GA
- Ahref
- SemRush
- Keyword Planner
- Canva
- Free Website Development

