

COURSE CONTENT

Diploma In Digital Marketing

(Unit 01 – Digital Marketing)

No	Content	Hours	
		Theory	Practical
1.	Marketing & Digital Marketing	4	0
2.	Introduction to Digital Marketing	4	0
3.	Introduction to World Wide Web and Internet	4	0
4.	Digital marketing research tools	8	8
5.	Digital Strategy for a business	8	8
6.	Digital Strategy for a business 2	8	8
7.	Social Media Marketing	8	8
8.	Facebook & Instagram Marketing & Advertising	16	20
9.	LinkedIn & Twitter Marketing & Advertising	12	12
10.	TikTok Advertising	8	8
11.	Google Ads (YouTube/Search/Display)	20	20
12.	Email Marketing	8	8
13.	Search Engine Optimization Basics	12	12
14.	Web Designing with WordPress	20	20
15.	Analytics	8	4
	Total Hours of Theory, practical & Assignments	148	136
	Self studies with video Tutorials & extra Notes through the LMS	260	
	Project works	56	
	Total Hours of the Unit	600	

(Unit 02 – E-Commerce)

No	Content	Hours	
		Theory	Practical
1.	Introduction to eCommerce & Online Business	4	0
2.	Understanding Ecommerce Business Model (eBay, Etsy, Amazon etc.)	32	60
3.	Developing an online Store (WooCommerce / Shopify)	32	60
4.	Service Marketing Through Digital Platforms	8	2
5.	What is cryptocurrency	10	0
	Total Hours of Theory, practical & Assignments	86	122
	Self studies with video Tutorials & extra Notes through the LMS	300	
	Project works	92	
	Total Hours	600	

(Unit 03 – Develop web elements)

Using: HTML, CSS, Bootstrap, Sublime text.

No	Content	Hours	
		Theory	Practical
	Web designing		
1.	Introduction to the Internet and Web	02	
2.	Introduction to the HTML	02	
3.	HTML Attributes and Elements	01	02
4.	HTML Headings & Paragraphs		02
5.	HTML Styles		03
6.	HTML Text Formatting & HTML Quotation and Citation Elements		03
7.	HTML Colors	01	02
8.	HTML Links & HTML Images		02
9.	HTML Tables		03
10.	HTML Lists		02
11.	HTML id Attribute & HTML Iframes		02
12.	Introduction to the CSS	02	
13.	Adding CSS	01	02
14.	CSS Properties		02
15.	Introduction to Bootstrap	01	
16.	Bootstrap Containers	01	02
17.	Basic Bootstrap CSS Classes	01	02
18.	Bootstrap CSS Typography	01	02
	Total Hours of Theory, practical & Assignments	13	31
	Self studies with video Tutorials & extra Notes through the LMS	26	
	Project works	110	
	Total Hours of the Unit	180	

(Basic Units)

No	Content	Hours	
		Theory	Practical
1.	Communication Skill	50	
2.	Entrepreneurship skill	34	
	Total Hours of Theory, practical & Assignments	94	
	Self studies with video Tutorials & extra Notes through the LMS	26	
	Total Hours of the Units	120	

