

Digital Marketing Diploma

Course Overview

The Digital Marketing Diploma Program is a comprehensive 9-month industry-focused course designed to help students master modern digital marketing strategies, branding, paid advertising, social media growth, content marketing, and AI-powered marketing tools used by top companies and digital agencies worldwide.

This course combines practical learning, live campaign management, performance marketing, SEO optimization, analytics, automation tools, and portfolio development to prepare students for successful careers in the fast-growing digital marketing industry.

Students will gain real-world exposure by working on live projects, advertising campaigns, branding exercises, and business case studies while learning modern AI-driven marketing workflows.

The program is ideal for students, freelancers, entrepreneurs, job seekers, content creators, and working professionals who want to build strong digital marketing skills and grow successful careers in online marketing and business growth.

Course Duration

9 Months Professional Digital Marketing Diploma Program

During these 9 months, students will receive:

- Practical digital marketing training
 - Live campaign experience
 - AI marketing tool exposure
 - Branding & content strategy learning
 - Portfolio development
 - Resume & LinkedIn optimization
 - Freelancing guidance
 - Placement assistance
 - Industry-level assignments
 - Interview preparation
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What Students Will Learn

Month 1 – Introduction to Digital Marketing

Students will learn:

- Digital Marketing Fundamentals
- Marketing Funnel Basics
- Online Branding
- Introduction to SEO
- Social Media Basics
- Content Strategy

Practical Activities:

- Social media content creation
 - Branding exercises
 - Basic website optimization
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Month 2 – SEO & Website Optimization

Students will learn:

- Keyword Research
- On-Page SEO
- Off-Page SEO
- Technical SEO Basics
- Website Optimization
- Search Engine Ranking Techniques

Hands-on Training:

- SEO audit practice
 - Website optimization projects
 - Keyword strategy exercises
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Month 3 – Social Media Marketing

Students will learn:

- Instagram Marketing
- Facebook Marketing
- LinkedIn Growth Strategies
- YouTube Marketing
- Audience Engagement
- Content Planning

Practical Projects:

- Social media campaign creation
 - Content calendar planning
 - Branding strategy projects
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Month 4 – Meta Ads & Google Ads

Students will learn:

- Facebook & Instagram Ads
- Google Search Ads
- Display Advertising
- Audience Targeting
- Campaign Setup
- Budget Optimization

Hands-on Activities:

- Live ad campaign setup
 - Lead generation practice
 - Ad analytics tracking
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Month 5 – Content Marketing & Email Marketing

Students will learn:

- Content Writing Basics
- AI Content Creation
- Blog Marketing
- Email Marketing
- Automation Campaigns
- Customer Engagement Strategies

Practical Training:

- Email campaign creation
 - AI-assisted content workflows
 - Marketing content projects
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Month 6 – Google Analytics & Performance Marketing

Students will learn:

- Google Analytics
- Conversion Tracking
- Performance Marketing
- ROI Analysis
- Funnel Optimization
- Campaign Reporting

Hands-on Projects:

- Analytics dashboard analysis
 - Performance tracking exercises
 - Marketing report preparation
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Month 7 – AI Tools & Automation in Marketing

Students will learn:

- ChatGPT for Marketing
- AI Marketing Tools
- Automation Workflows
- AI-Powered Content Systems
- Productivity Tools
- Marketing Automation

Practical Activities:

- AI workflow creation
 - Automated campaign setup
 - AI productivity projects
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Month 8 – Freelancing & Personal Branding

Students will learn:

- Freelancing Platforms
- Client Acquisition
- Proposal Writing
- LinkedIn Optimization
- Personal Branding
- Portfolio Building

Practical Projects:

- Freelance profile setup
 - Client communication practice
 - Portfolio development
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Month 9 – Industry Projects & Placement Preparation

Students will learn:

- Live Industry Projects
- Mock Interviews
- Resume Building
- Corporate Communication
- Career Guidance
- Placement Preparation

Final Projects:

- Full Digital Marketing Campaign
 - Performance Marketing Strategy
 - Brand Growth Project
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Tools Covered

- Google Ads
 - Meta Ads Manager
 - Canva
 - ChatGPT
 - Google Analytics
 - SEMrush
 - WordPress
 - Email Marketing Tools
 - AI Marketing Platforms
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Course Benefits

- Live Industry Projects
- Practical Campaign Experience
- Placement Support
- Certification Program

- Portfolio Building
 - AI Marketing Exposure
 - Freelancing Guidance
 - Career Mentorship
 - Resume & Interview Preparation
 - Real-World Marketing Training
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Certifications & Achievements

After successful completion of the course, students will receive:

- Digital Marketing Diploma Certificate
- Live Campaign Experience Certificate
- Project Completion Certificate
- Internship Certificate (if applicable)
- Portfolio Projects for Resume

Top-performing students may also receive:

- Excellence Awards
 - Performance Certificates
 - Internship Recommendations
 - Placement Recognition
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Career Opportunities

Students can apply for roles such as:

- Digital Marketing Executive
 - SEO Specialist
 - Social Media Manager
 - Performance Marketer
 - Content Marketing Executive
 - PPC Specialist
 - Brand Marketing Associate
 - Lead Generation Specialist
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Placement Opportunities

Students can receive placement support for companies such as:

- Google
 - Accenture
 - Infosys
 - Wipro
 - Tata Consultancy Services
 - Cognizant
 - Capgemini
 - Deloitte
 - Amazon
 - Flipkart
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Why Choose This Course?

This course is ideal for:

- students
- freelancers
- entrepreneurs
- business owners
- content creators
- working professionals

who want to master modern digital marketing skills, AI-powered marketing tools, branding strategies, and performance marketing techniques while building successful careers in the rapidly growing digital marketing industry.