

DIGITAL MARKETING CURRICULUM

TRAINING COURSE CURRICULUM – LUCKNOW



Choose the learning path that fits your goals.
From Beginner to Professional, we've got you covered.

COURSE OVERVIEW	45 Days (Beginner)	90 Days (Advanced)	180 Days (Advanced)
🕒 Level	Basic	Professional	Advanced Diploma
💰 Fees	₹8,000	₹20,000	₹30,000
📁 Key Skills	SEO, Social Media Basics	Google Ads, Analytics	AI Tools + Full DM Suite
🎯 Target	Beginners	Job + Freelancing	Industry Level

COURSE CURRICULUM DETAILS

45 DAYS BEGINNER		90 DAYS ADVANCED		180 DAYS PROFESSIONAL	
Week 1	Digital Marketing Intro, SEO Basics	Month 1	Advanced SEO + Google Ads	Month 1–3	Complete 90 Days Course
Week 2	Social Media Marketing, Content Writing	Month 2	Meta Ads, Youtube Ads, Analytics	Month 4	AI Tools, Marketing Automation
Week 3	Email Marketing, Whatsapp Marketing	Month 3	Affiliate Marketing, Freelancing Training	Month 5	Live Campaigns, Projects
Week 4	Google My Business, Local SEO			Month 6	Deployment, Internship, Interview Preparation
Week 5	Mini Project + Portfolio Setup				

INCLUDED FEATURES

 Certificate Yes	 Internship 180 Days	 Live Projects Yes	 AI Tools Training Yes
 Analytics Training Yes	 Freelancing Training Yes	 Resume Building Yes	 Placement Assistance Yes



Build Your Career
Become A Digital Marketing Professional



Practical Learning



Expert Mentors



Career Support