

3-Month Digital Marketing Course Outline

Days: Monday to Thursday (4 days/week)

Duration: 12 weeks (~48 sessions)

✓ Month 1 – Core Concepts, Canva, & Meta Ads Kickoff

Week 1 – Marketing Principles & Goal Setting

Principles of Marketing

4 Ps & 4 Cs explained with real-world digital examples

Understanding target audience & customer journey

Goal Setting for Students

Career mapping (freelancer, job, agency, business)

SMART goals worksheet

Vision board & 3-month income/progress planning

Week 2 – Meta Ads Introduction + Canva Basics

Meta Business Suite & Page Setup

Facebook Page + Business Manager + Ad account setup

Introduction to campaign objectives (Awareness, Engagement, Leads, Sales)

Canva Basics for Ads

Social post sizes, templates, brand kit

Designing engaging images for Meta ads

Week 3 – Meta Ads Strategy + Canva Practice

Ad Creative Planning

Hook-writing, captions, CTA buttons

Carousel, single image, and video ad formats

Audience Building & Pixel Setup

Core, custom, lookalike audiences

Facebook Pixel setup and testing

Week 4 – Running & Analyzing Meta Ads

Launching Ad Campaigns

Practice: Run a small awareness or lead ad

Analyzing Performance

KPIs: CTR, CPM, Leads, Conversions, ROAS

A/B Testing basics

Canva Advanced Practice

Editing videos, animation, branding posts

 Month 2 – Branding, TikTok, Retargeting, Client Skills
Week 5 – Brand & Content Strategy

Understanding brand tone, voice, and positioning

Creating a 30-day content calendar

Content pillars for different niches

Basic storytelling & emotional marketing

Week 6 – TikTok Promotions & Meta Retargeting

TikTok Promotions (Basic Only)

TikTok Business account setup

How to run a simple “Promote” ad for views or followers

Meta Retargeting

Retargeting funnel setup (view content, add to cart, etc.)

Introduction to Events Manager & Pixel Events

Week 7 – Data & Marketing Psychology

Reading ad performance and datasets

Creating and analyzing reports

Marketing psychology: FOMO, social proof, urgency

Using UGC (user generated content) in ads

Week 8 – Client Hunting & Closing Deals

How to collect local business numbers (WhatsApp/Google)

Cold calling: what to say on first contact

Setting up client meetings (phone or in-person)

Follow-up strategy & how to close the client

Drafting & sharing agreement letters

 Month 3 – Execution, Management, Capstone
Week 9 – Client Dealing & Campaign Management

Client onboarding checklist

How to handle objections and set expectations

Building long-term relationships & upselling services

Reporting formats & weekly update calls

Week 10 – Scaling & Growth Hacking

Scaling strategies: Budget, creatives, targeting

Automation rules in Meta

Local case studies: small businesses that grew through digital

Week 11 – Final Project Preparation

Students choose a product/service to market

Plan a 7-day campaign (with creative, targeting & objective)

Group-wise discussion & review

Week 12 – Presentation Week

Final presentations in front of instructor panel

Feedback & improvement suggestions

Course wrap-up + roadmap for freelancing / job / business path

 Included Templates & Tools
Content calendar

Ad brief sheet

Agreement letter format

Lead tracking sheet

Call script for clients

Reporting sheet (Excel + PDF format)