Marketing Habs

Digital Marketing Course

Curriculum & Syllabus — Standalone

Duration: 8 weeks
24 classes total
Format: 3 classes/week
Instructor: Adeel Ahmad

A standalone digital marketing course covering social media, paid ads (Meta & Google), content, email marketing, and conversion analytics — built for students who want marketing skills beyond SEO.

Weekly Curriculum & Syllabus

Week 1 — Digital Marketing Foundations

- **Class 1:** Digital marketing landscape & channels overview
- **Class 2:** Customer personas, funnels, marketing goals
- **Class 3:** Branding & positioning basics

Week 2 — Social Media Marketing

- **Class 1:** Platform strategy (Facebook, Instagram, TikTok, LinkedIn)
- **Class 2:** Content creation & content calendars
- **Class 3:** Community management & engagement tactics

Week 3 — Meta Ads (Facebook/Instagram)

- **Class 1:** Ads Manager setup, campaign structure
- **Class 2:** Audience targeting, creatives, copywriting for ads
- **Class 3:** Budgeting, A/B testing, optimization

Week 4 — Google Ads (PPC)

- **Class 1:** Search campaigns, keyword match types
- **Class 2:** Ad copywriting, extensions, Quality Score
- **Class 3:** Display/Shopping campaigns, budget management

Week 5 — Content & Email Marketing

- **Class 1:** Content marketing strategy & formats
- **Class 2:** Email marketing platforms, list building
- **Class 3:** Email automation & drip campaigns

Week 6 — Analytics & Conversion

- **Class 1:** Google Analytics 4 for marketers
- **Class 2:** Conversion rate optimization (CRO) basics
- **Class 3:** UTM tracking, reporting dashboards

Week 7 — Influencer & Affiliate Marketing

- **Class 1:** Influencer outreach & collaboration
- **Class 2:** Affiliate marketing setup
- **Class 3:** Video/short-form content strategy

Week 8 — Strategy & Freelancing

- **Class 1:** Building an integrated marketing plan (campaign project)
- **Class 2:** Client management, pricing digital marketing services
- **Class 3:** Final project presentation & certification

Notes

Ends with an integrated marketing plan project and certification. Pairs well with the SEO Complete Course for students who want full-stack digital marketing skills.