

DIGITAL MARKETING SYLLABUS

WEEK 1-4

Overview of social media platforms
Basics of Organic Social Media Marketing
Basics of Paid Social Media Marketing

WEEK 4-8

Content Strategies for Each Platform
Viral Content and Trends
Advanced Strategies and Tools
Influencer Marketing

WEEK 8-12

Advanced Tools for Social Media Marketing
Practical Applications and Case Studies
Generating Leads Through Social Media Marketing
Mastering Short Videos
Content Creation and Creative Design
Capstone Project and Future Trends



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DIGITAL MARKETING COURSE



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