

COURSE CURRICULUM DIPLOMA IN DIGITAL MARKETING

Lesson Plan

i AT-A-GLANCE

Sl. No.	Semester	Modules	Total Hours	Total Class	Days
01	Semester-I	(1) Social Media Marketing	48 Hours	32 Class	16 Days
02	Semester-I	Semester-I Mid Term Exam			
03	Semester-I	(2) Content Marketing	24 Hours	16 Class	08 Days
04	Semester-I	(3) Real life Project	18 Hours	12 Class	06 Days
05	Semester-I	Semester-I Final Exam			
06	Semester-II	(4) Search Engine Optimization (SEO)	48 Hours	32 Class	16 Days
07	Semester-II	Semester-II Mid Term Exam			
08	Semester-II	(5) Search Engine Marketing (SEM)	18 Hours	12 Class	06 Days
09	Semester-II	(6) Amazon Affiliate Marketing	24 Hours	16 Class	08 Days
10	Semester-II	Semester-II Final Exam			
11		Total	180 Hours	120 Class	60 Days

i *Semester-I*

Day-1 (Class-1-2) [Hour 1-3]

i *Module: (1) Social Media Marketing*
→ *Topic: (1) Facebook Marketing*

Day-2 (Class 3-4) [Hour 4-6]

i *Module: (1) Social Media Marketing*
→ *Topic: (1) Facebook Marketing*

Day-3 (Class 5-6) [Hour 7-9]

i *Module: (1) Social Media Marketing*
→ *Topic: (1) Facebook Marketing*

Day-4 (Class 7-8) [Hour 10-12]

i *Module: (1) Social Media Marketing*
→ *Topic: (1) Facebook Marketing*

Day-5 (Class 9-10) [Hour 13-15]

i *Module: (1) Social Media Marketing*
→ *Topic: (1) Facebook Marketing*

Day-6 (Class 11-12) [Hour 16-18]

i *Module: (1) Social Media Marketing*
→ *Topic: (1) Facebook Marketing*

Day-7 (Class 13-14) [Hour 19-21]

i *Module: (1) Social Media Marketing*
→ *Topic: (1) Facebook Marketing*

Day-8 (Class 15-16) [Hour 22-24]

i *Module: (1) Social Media Marketing*
 Topic: (1) Facebook Marketing

Day-9 (Class 17-18) [Hour 25-27]

i *Module: (1) Social Media Marketing*
 Topic: (1) Facebook Marketing

Day-10 (Class 19-20) [Hour 28-30]

i *Module: (1) Social Media Marketing*
 Topic: (1) Facebook Marketing + Semester-I Class Test-I

Day-11 (Class 21-22) [Hour 31-33]

i *Module: (1) Social Media Marketing*
 Topic: Instagram Marketing

Day-12 (Class 23-24) [Hour 34-36]

i *Module: (1) Social Media Marketing*
 Topic: Instagram Marketing

Day-13 (Class 25-26) [Hour 37-39]

i *Module: (1) Social Media Marketing*
 Topic: (3) YouTube Marketing

Day-14 (Class 27-28) [Hour 40-42]

i *Module: (1) Social Media Marketing*
 Topic: (3) YouTube Marketing

Day-15 (Class 29-30) [Hour 43-45]

i *Module: (1) Social Media Marketing*
→ *Topic: (3) YouTube Marketing*

Day-16 (Class 31-32) [Hour 46-48]

i *Module: (1) Social Media Marketing*
→ *Topic: (3) YouTube Marketing*

Semester-I Mid-Term Exam

i *Semester-I Mid Term Exam will be held as per announcement of administration and syllabus will be the portion that has been completed at that time.*

Day-17 (Class 33-34) [Hour 49-51]

i *Module: (2) Content Marketing*
→ *Topic: (1) Content Creation*

Day-18 (Class 35-36) [Hour 52-54]

i *Module: (2) Content Marketing*
→ *Topic: (1) Content Creation*

Day-19 (Class 37-38) [Hour 55-57]

i *Module: (2) Content Marketing*
→ *Topic: (1) Content Creation*

Day-20 (Class 39-40) [Hour 58-60]

i *Module: (2) Content Marketing*
→ *Topic: (1) Content Creation*

Day-21 (Class 41-42) [Hour 61-63]

i *Module: (2) Content Marketing*
→ *Topic: (2) Content Distribution*

Day-22 (Class 43-44) [Hour 64-66]

i *Module: (2) Content Marketing*
→ *Topic: (2) Content Distribution*

Day-23 (Class 45-46) [Hour 67-69]

i *Module: (2) Content Marketing*
→ *Topic: (2) Content Distribution*

Day-24 (Class 47-48) [Hour 70-72]

i *Module: (2) Content Marketing*
→ *Topic: (2) Content Distribution + Semester-I Class Test-2*

Day-25 (Class 49-50) [Hour 73-75]

i *Module: (3) Real Life Project*
→ *Topic: (1) Landing Page Design*

Day-26 (Class 51-52) [Hour 76-78]

i *Module: (3) Real Life Project*
→ *Topic: (1) Landing Page Design*

Day-27 (Class 53-54) [Hour 79-81]

i *Module: (3) Real Life Project*
→ *Topic: (1) Landing Page Design*

Day-28 (Class 55-56) [Hour 82-84]

i *Module: (3) Real Life Project*
→ *Topic: (2) E-mail Marketing*

Day-29 (Class 57-58) [Hour 85-87]

i *Module: (3) Real Life Project*
→ *Topic: (2) E-mail Marketing*

Day-30 (Class 59-60) [Hour 88-90]

i *Module: (3) Real Life Project*
→ *Topic: (2) E-mail Marketing*

Semester-I Final Exam

i *Semester-I Final Exam will be held as per announcement of administration and syllabus will be the portion that has been completed at that time.*

i Semester-II

Day-31 (Class 61-62) [Hour 91-93]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (1) SEO Overview with Keyword Research*

Day-32 (Class 63-64) [Hour 94-96]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (1) SEO Overview with Keyword Research*

Day-33 (Class 65-66) [Hour 97-99]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (2) Website Structure (Blue Print)*

Day-34 (Class 67-68) [Hour 100-102]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (2) Website Structure (Blue Print)*

Day-35 (Class 69-70) [Hour 103-105]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (3) Developing WordPress Website with E-commerce*

Day-36 (Class 71-72) [Hour 106-108]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (3) Developing WordPress Website with E-commerce*

Day-37 (Class 73-74) [Hour 109-111]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (3) Developing WordPress Website with E-commerce*

Day-38 (Class 75-76) [Hour 112-114]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (3) Developing WordPress Website with E-commerce*

Day-39 (Class 77-78) [Hour 115-117]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (3) Developing WordPress Website with E-commerce + Semester-II Class Test-I*

Day-40 (Class 79-80) [Hour 118-120]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (4) On Page SEO Techniques*

Day-41 (Class 81-82) [Hour 121-123]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (4) On Page SEO Techniques*

Day-42 (Class 83-84) [Hour 124-126]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (5) Off Page SEO Techniques*

Day-43 (Class 85-86) [Hour 127-129]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (5) Off Page SEO Techniques*

Day-44 (Class 87-88) [Hour 130-132]

- i** *Module: (4) Search Engine Optimization (SEO)*
 - *Topic: (5) Off Page SEO Techniques*

Day-45 (Class 89-90) [Hour 133-135]

- i** *Module: (4) Search Engine Optimization (SEO)*
 ↳ *Topic: (6) Techniques SEO*

Day-46 (Class 91-92) [Hour 136-138]

- i** *Module: (4) Search Engine Optimization (SEO)*
 ↳ *Topic: (6) Techniques SEO*

Semester-II Mid-Term Exam

- i** *Semester-II Mid Term Exam will be held as per announcement of administration and syllabus will be the portion that has been completed at that time.*

Day-47 (Class 93-94) [Hour 139-141]

- i** *Module: (5) Search Engine Marketing (SEM)*
 ↳ *Topic: (1) Website Marketing*

Day-48 (Class 95-96) [Hour 142-144]

- i** *Module: (5) Search Engine Marketing (SEM)*
 ↳ *Topic: (1) Website Marketing*

Day-49 (Class 97-98) [Hour 145-147]

- i** *Module: (5) Search Engine Marketing (SEM)*
 ↳ *Topic: (1) Website Marketing*

Day-50 (Class 99-100) [Hour 148-150]

- i** *Module: (5) Search Engine Marketing (SEM)*
 ↳ *Topic: (1) Website Marketing*

Day-51 (Class 101-102) [Hour 151-153]

i *Module: (5) Search Engine Marketing (SEM)*
 ▶ *Topic: (1) Website Marketing*

Day-52 (Class 103-104) [Hour 154-156]

i *Module: (5) Search Engine Marketing (SEM)*
 ▶ *Topic: (1) Website Marketing + Semester-II Class Test-2*

Day-53 (Class 105-106) [Hour 157-159]

i *Module: (6) Amazon Affiliate Marketing*
 ▶ *Topic: (1) Niche Selection*

Day-54 (Class 107-108) [Hour 160-162]

i *Module: (6) Amazon Affiliate Marketing*
 ▶ *Topic: (1) Niche Selection*

Day-55 (Class 109-110) [Hour 163-165]

i *Module: (6) Amazon Affiliate Marketing*
 ▶ *Topic: (2) Amazon Affiliate Account*

Day-56 (Class 111-112) [Hour 166-168]

i *Module: (6) Amazon Affiliate Marketing*
 ▶ *Topic: (3) Amazon Site Structure*

Day-57 (Class 113-114) [Hour 169-171]

i *Module: (6) Amazon Affiliate Marketing*
 ▶ *Topic: (4) Affiliate Site Development & Promote*

Day-58 (Class 115-116) [Hour 172-174]

- i** *Module: (6) Amazon Affiliate Marketing*
 - ▶ *Topic: (4) Affiliate Site Development & Promote*

Day-59 (Class 117-118) [Hour 175-177]

- i** *Module: (6) Amazon Affiliate Marketing*
 - ▶ *Topic: (4) Affiliate Site Development & Promote*

Day-60 (Class 119-120) [Hour 178-180]

- i** *Module: (6) Amazon Affiliate Marketing*
 - ▶ *Topic: (4) Affiliate Site Development & Promote*

Semester-II Final Exam

- i** *Semester-II Final Exam will be held as per announcement of administration and syllabus will be the portion that has been completed at that time.*