



Complete 6-Month Course Syllabus

Digital Marketing + Web Design

Upgrade Your Career with Career Grad | Professional Training Program

Duration	Modules	Projects	Level
6 Months	16 Modules	15+ Projects	Beginner → Advanced

Month 1: Foundation + Canva Design Mastery

■ Module 1: Digital Marketing Fundamentals

- What is Digital Marketing?
- Types of Digital Marketing
- Marketing Funnel (Awareness → Conversion)
- Branding Basics
- Target Audience & Buyer Persona

■ Module 2: Canva (Design from Scratch)

- Introduction to Canva & Interface Tools
- Color Theory & Typography
- Social Media Post Design
- Poster, Banner, Flyer Design
- Logo Basics (Beginner Level)
- Thumbnail Design (YouTube)

■ Practical Projects

- ◆ Instagram post set (5 designs)
- ◆ Facebook ad banner
- ◆ YouTube thumbnail set
- ◆ Business logo design

Month 2: WordPress Website Development

■ Module 3: Website Basics

- Domain & Hosting Concepts
- cPanel Basics
- Installing WordPress

■ Module 4: WordPress Core

- Introduction to WordPress & Dashboard Overview
- Themes & Customization
- Plugins (Essential plugins list)
- Pages, Posts, Categories

■ Module 5: Advanced WordPress

- Elementor Page Builder
- Landing Page Design
- Contact Forms
- SEO Plugins (Rank Math / Yoast)
- Website Speed Optimization
- Security Basics

■ Practical Projects

- ◆ *Business Website*
- ◆ *Portfolio Website*
- ◆ *Landing Page for Ads*

Month 3: Facebook & Instagram Marketing

■ Module 6: Social Media Strategy

- Platform Algorithm Basics
- Content Strategy Planning
- Competitor Analysis

■ Module 7: Facebook Marketing

- Introduction to Facebook Business Manager
- Page Setup & Optimization
- Organic Growth Strategy
- Content Calendar

■ Module 8: Facebook Ads (Meta Ads)

- Ad Account Setup
- Campaign Objectives
- Audience Targeting (Core, Custom, Lookalike)
- Ad Creatives & Copywriting
- Pixel Setup & Tracking

■ Practical Projects

- ◆ *Run Lead Generation Campaign*
- ◆ *Run Engagement Campaign*
- ◆ *Create Ad Copies & Creatives*

Month 4: YouTube Marketing & Growth

■ Module 9: YouTube Basics

- Channel Creation & Branding
- Introduction to YouTube Studio
- Niche Selection

■ Module 10: Content Strategy

- Keyword Research (YouTube SEO)
- Script Writing Basics
- Thumbnail Psychology
- Video Editing Basics

■ Module 11: Growth & Monetization

- YouTube Algorithm Understanding
- Watch Time & CTR Optimization
- Monetization Criteria

■ Practical Projects

- ◆ *Create YouTube Channel*
- ◆ *Upload 3 optimized videos*
- ◆ *Design thumbnails using Canva*

Month 5: Google AdSense & Google Ads

■ Module 12: Google AdSense

- Introduction to Google AdSense
- Approval Process
- Ad Placement Strategy
- Earning Optimization
- Policy Guidelines

■ Module 13: Google Ads (AdWords)

- Introduction to Google Ads
- Campaign Types: Search, Display & Video Ads
- Keyword Research (Google Keyword Planner)
- Bidding Strategy
- Conversion Tracking

■ Practical Projects

- ◆ *Create Search Campaign*
- ◆ *Run Display Ads*
- ◆ *Setup Conversion Tracking*

Month 6: Advanced Strategy + Freelancing + Real Projects

■ Module 14: Advanced Digital Marketing

- Funnel Building
- Retargeting Strategy
- Email Marketing Basics
- Automation Tools

■ Module 15: Freelancing & Client Handling

- Fiverr / Upwork Setup
- Proposal Writing
- Client Communication
- Pricing Strategy

■ Module 16: Real Business Projects

- Complete Digital Marketing Plan
- Website + Ads + Content Integration
- ROI Analysis

■ Practical Projects

- ◆ *Build Full Business Website (WordPress)*
- ◆ *Run Facebook + Google Ads Campaign*
- ◆ *YouTube Channel Setup + Growth Plan*
- ◆ *Canva Branding Kit*