

ADVANCED DIGITAL MARKETING

Contents	Course Outlines	Credit Hours
Canva & Graphic Design	Basics of Canva: Templates, elements, and branding	10 Hours
	Creating social media posts, ads, and presentations	
	Advanced design: Animations, mockups, and team collaboration	
Meta Ads (Facebook & Instagram Ads)	Introduction to Meta Ads & Business Manager	10 Hours
	Campaign structure: Objective, audience targeting, and budget	
	Ad creatives, copywriting, and A/B testing	
	Performance tracking & optimization	
Pinterest Marketing	Setting up a Pinterest Business Account	9 Hours
	Creating and optimizing pins for traffic	
	Pinterest Ads & Analytics	
Email Marketing	Introduction to email marketing platforms (Mailchimp, Brevo)	9 Hours
	Creating email campaigns, automations, and lead magnets	
	Email copywriting & list segmentation	
Website Development (WordPress)	Setting up a website: Domain, hosting & WordPress basics	10 Hours
	Designing with Elementor & essential plugins	
	Website speed, security & basic SEO setup	
Google Ads	Understanding Google Ads & keyword research	10 Hours
	Creating search, display & YouTube ads	
	Conversion tracking & campaign optimization	
SEO & Organic Growth	On-page & off-page SEO	10 Hours
	Keyword research & content strategy	
	Backlink building & technical SEO	
Freelancing & AI Tools	How to start freelancing (Upwork, Fiverr, LinkedIn)	10 Hours
	Crafting a strong profile & getting clients	
	AI tools for digital marketing (ChatGPT, Canva AI, SEO tools)	

This plan ensures **practical learning** with **hands-on tasks** each week.