Basics of
Digital Marketing &
Social Media management

Course Overview

This course is designed to equip learners with a strong foundation in digital marketing and social media strategies. The primary objective is to develop practical skills in content creation, social media management, and paid advertising campaigns. Through a blend of theory and hands-on learning, students will gain the knowledge required to plan, execute, and measure digital campaigns effectively—preparing them for various roles in India's fast-growing digital marketing industry.

Course Objective

By the end of this course, learners will be able to:

- Understand the fundamentals and scope of digital marketing.
- Differentiate between traditional and digital media approaches.
- Build and manage professional social media profiles across platforms.
- Create engaging visual content using tools like Canva
- Plan, schedule, and manage posts using a content calendar.
- Analyse viral content through national and international case studies.
- Understand paid marketing concepts and campaign types.
- Set up and manage Facebook and Instagram ad campaigns.
- Apply practical strategies for audience engagement and growth.
- Gain job-ready skills for entry to mid-level roles in the Indian market.

Skills you will learn

By the end of this course, you will be able to:

- Understand the fundamentals and importance of digital marketing
- Explore real-world digital marketing tools and techniques
- Build and manage professional social media profiles
- Create visually appealing content using Canva
- Plan and organize posts with a content calendar
- Study and analyse successful national and international campaigns
- Learn the basics of paid advertising and its types
- Set up and run Facebook and Instagram ad campaigns
- Develop hands-on skills for executing real-time digital strategies
- Prepare for in-demand digital marketing roles in the Indian job market

Program Highlights

Eligibility
10+2

No. of Sessions
11

Language
English

Shareable Certificate

Curriculum

Fundamentals of Digital Marketing

-What is Digital Marketing & it's importance

-Leveraging Skillset and Money Making Aspects

-Difference between Traditional & Digital Media

Social Media Management

-Why was Social Mediabuilt? (The root cause)

-The concept behind Social Media (The inception formulae)

-Creating a good presence on all the Digital Platforms (Practical's)

-Creating Batch Content -Canva (Practical's)

-Content Calendar (Practical's)

-National & International Case Studies for viral content (Practical's)

Social Media Marketing (Paid)

-What is an Ad, Why to run Ads, it's types and some insight

-Creating FB & Instagram Ads (Practical's)