

Marketing + Digital Marketing

Master modern marketing strategies and digital channels.

Duration:	8 Weeks
Level:	Beginner to Intermediate
Mode:	Self Paced
Modules:	5

Why This Internship

- Every business needs marketing professionals
- Digital marketing is the future
- Creative and analytical career

What You Will Learn

- Marketing Fundamentals
- Social Media Marketing
- SEO & SEM
- Content Marketing
- Email Marketing
- Analytics & ROI

Detailed Syllabus

Module 1: Marketing Basics

- 4Ps of Marketing
- Consumer Behavior
- Market Research

Module 2: Digital Strategy

- Digital Channels
- Campaign Planning

- Target Audience

Module 3: Social Media

- Facebook Ads
- Instagram Marketing
- LinkedIn Strategy

Module 4: SEO & Content

- Search Engine Optimization
- Content Creation
- Copywriting

Module 5: Analytics

- Google Analytics
- Performance Metrics
- Campaign Projects

Real-World Projects

1. Social Media Campaign
2. SEO Strategy Plan
3. Content Marketing Plan
4. Digital Marketing Audit

Certification

MSME & AICTE Certified Marketing Certificate + Internship Eligibility