

Lesson Plan COE - _____

	COE/	Course Ref.	
Technical Course:	Digital Marketing		
Trainer Name:	Fardeen Kamal		
College Name:	St. Bede's College		
Topic:	Digital Marketing		
Level:	Basic to Advance	Lesson Duration:	

Lesson Overview

The Introduction to Digital Marketing course provides students with a comprehensive understanding of the core concepts, strategies, and tools used in the field of digital marketing. The course aims to equip students with the knowledge and skills necessary to effectively promote products, services, and brands in the digital realm.

Summary of Lessons

Module	Topics
Module 1: Introduction to Digital Marketing	<ol style="list-style-type: none"> 1. Fundamental of Digital Marketing. 2. Digital Marketing Funnel. 3. Digital Marketing Implementations Stages. <p style="text-align: center;">TEST – 1</p>
Module 2: Digital Marketing Analytics	<ol style="list-style-type: none"> 1. Digital Marketing Metrics 2. Digital Marketing Formulas 3. Digital Marketing strategy <p style="text-align: center;">TEST – 2</p>
Module 3: Search Engine Optimization (SEO)	<ol style="list-style-type: none"> 1. Understanding SEO and its importance 2. Keyword research and on-page optimization techniques 3. Off-page optimization and link building strategies <p style="text-align: center;">TEST – 3</p>

Module 4: Paid Advertising	<ol style="list-style-type: none"> 1. Introduction to paid advertising platforms (e.g., Google Ads, social media advertising) 2. Creating effective online ad campaigns 3. Monitoring and optimizing ad performance <p style="text-align: center;">TEST - 4</p>
Module 5: Content Marketing	<ol style="list-style-type: none"> 1. Understanding content marketing and its role in digital marketing 2. Creating compelling and engaging content 3. Content distribution and promotion strategies <p style="text-align: center;">TEST - 5</p>
Module 6: Social Media Marketing	<ol style="list-style-type: none"> 1. Developing a social media marketing strategy 2. Building brand awareness and engagement on social media platforms 3. Social media advertising and analytics <p style="text-align: center;">TEST - 6</p>
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