

Session		Module & Takeaways	Key Exercises
Session 1	The basics of Advertising	<ol style="list-style-type: none"> 1. What is marketing 2. Why do we advertise 3. The types of advertisement Planning and executing Digital Marketing Campaign for business.	<ul style="list-style-type: none"> • Class discussion
Session 2	Introduction to Digital Ads	<ol style="list-style-type: none"> 4. Understand Digital Space 5. The importance of Digital Marketing 6. The tools available to Digital advertisers 	<ul style="list-style-type: none"> • Quiz 1 • Class discussion
Session 3	Search Engine Marketing	<ol style="list-style-type: none"> 7. Understand SEM and its importance 8. How to rank high on Google Search 9. The tools to take advantage of Search engine 10. The Google auction system <p>Technical SEO, off-page & on-page SEO</p>	<ul style="list-style-type: none"> • Quiz 2 • Class discussion • Workshop
Session 4	Google Display Advertising	<ol style="list-style-type: none"> 11. Find out how to make your company more visible. 12. The different types of display ads 13. Digital ad design formats 	<ul style="list-style-type: none"> • Quiz 3 • Class discussion • Solving real-life problems
Session 5	YouTube Advertising	<ol style="list-style-type: none"> 14. Make your ad visible in front of YouTube videos 15. Type of video ads 17. Objective specific ads <p>You tube Marketing</p>	<ul style="list-style-type: none"> • Quiz 4 • Class discussion
Session 6	Social Media Marketing	<ol style="list-style-type: none"> 18. Which social media platform is appropriate for your brand 19. Ways to manage social media accounts 20. Type of social media ads <p>Understand Social Media Marketing</p>	<ul style="list-style-type: none"> • Class discussion
Session 7	Practical Implementation	<p>Email Marketing</p> <ol style="list-style-type: none"> 21. Learn how to advertise on Google and social media from start to scratch 	<ul style="list-style-type: none"> • Quiz 5 • Class discussion
Session 8	Campaign Creation	<ol style="list-style-type: none"> 22. Create & Manage Facebook, LinkedIn & Goggle Ad Campaign <p>Examination & Grading</p>	<ul style="list-style-type: none"> • Quiz 6 • Examination & Grading • Certification