

Master Digital Marketing in 26 Weeks

A complete journey from foundational principles to professional practice.



Beginner → Job Ready → Portfolio + Internship

Your 26-Week Transformation into a Marketing Professional

We've structured this program as a deliberate three-phase journey. You'll progress from understanding strategy to mastering technical tools, and finally, to applying your skills in a professional setting.



Phase 1: Build Your Strategic Foundation




Weeks 1-7: Mastering the ‘Why’ Before the ‘How’

Your journey begins with the core concepts that drive all successful marketing. You will learn to think like a brand strategist, a creative director, and a content planner, building the essential framework for everything that follows.

Modules Covered in this Phase:

- Foundations of Modern Marketing & Branding
- Visual Branding (Design + UI Basics)
- Meme Marketing & Viral Strategy
- Content Strategy & Copywriting

You Will Define and Design a Compelling Brand

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Module 1: Foundations of Modern Marketing & Branding (Weeks 1-2)

Core Skills: Go beyond 'Traditional vs Digital'. Master persona research, positioning, storytelling, and competitive analysis.

Your Project:

Create a complete **Brand Strategy Worksheet**, the foundational document for any marketing campaign.

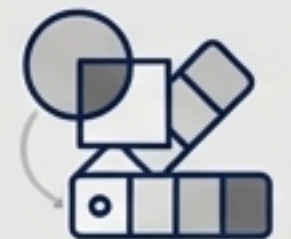


Module 2: Visual Branding (Design + UI Basics) (Weeks 3-4)

Core Skills: Learn the principles of colour theory, typography, and UI/UX. Gain proficiency in Canva and Figma for ad creatives and thumbnails.

Your Project:

Build a professional **Visual Identity & Campaign Creatives**, establishing a brand's look and feel.



You Will Craft Content That Captures Attention and Converts



Module 3: Meme Marketing & Viral Strategy (Week 5)

Core Skills: Understand meme formats, cultural relevance, trendjacking, and the formulas behind viral content.

Your Project:

Develop a full **Viral Meme Campaign** concept, from ideation to mock-up.



Module 4: Content Strategy & Copywriting (Weeks 6-7)

Core Skills: Structure content with pillars and buckets. Master persuasive frameworks like AIDA and PAS. Write for blogs, social, ads, and landing pages.

Your Project:

Produce a **14-day Content Calendar + Landing Page Copy**, ready for implementation.



Phase 2: Forge Your Technical Expertise

Weeks 8-18: Mastering the Core Tools of Digital Marketing

This is where you build your **specialist toolkit**. Each module is a deep dive into a critical **marketing channel**, designed to give you hands-on experience and confidence with the industry's most essential platforms and processes.

Modules Covered in this Phase:

- Performance Marketing (Google + Meta)
- SEO + Local SEO
- Social Media + UGC + Influencer Strategy
- Content + AI Copywriting & Automation
- Analytics + GA4 & Reporting
- Landing Page + CRO

You Will Drive and Optimise Digital Traffic

Performance Marketing (Google + Meta) (Weeks 8-10)

Core Skills: Set up Ads Manager, master audience targeting and conversion tracking, and learn A/B testing and scaling strategies.

Your Project:

Run a **simulated and guided ad campaign**, managing budget, creative, and performance.



SEO + Local SEO (Weeks 11-12)

Core Skills: Conduct keyword research, implement on-page and technical SEO, build backlinks, and optimise for local search (GMB).

Your Project:

Perform a full **SEO Audit + deliver a comprehensive Ranking Plan** for a real-world website.



You Will Build Communities and Automate Content

Social Media + UGC + Influencer Strategy (Weeks 13–14)

Core Skills: Develop platform-specific strategies, manage UGC creator outreach, write effective influencer briefs, and combine paid and organic tactics.

Your Project:

Design a complete **UGC & Instagram Reels Campaign** from strategy to execution plan.



Content + AI Copywriting & Automation (Week 15)

Core Skills: Master prompt engineering for social media and ad copy. Learn to automate SEO tasks and build intelligent email workflows.

Your Project:

Create an **AI-assisted campaign**, leveraging automation for speed and efficiency.



You Will Measure Performance and Convert Visitors

Analytics + GA4 & Reporting (Weeks 16-17)

Core Skills:

Set up Google Analytics 4, track events, understand attribution models, and build insightful performance reports.

Your Project:

Build and present a **Live Analytics Dashboard** to track key marketing KPIs.



Landing Page + CRO (Week 18)

Core Skills:

Map the user journey, use heatmaps for analysis, run A/B tests, and optimise copy and UX for conversion.

Your Project:

Execute a **Full CRO Landing Page Build**, from analysis and wireframe to final design.

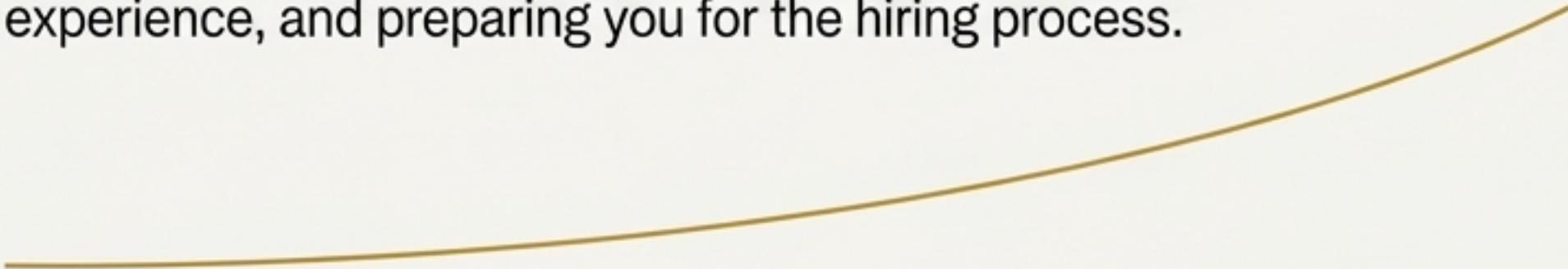


Phase 3: Launch Your Professional Career



Weeks 19-26: From Job Ready to In-Demand Professional

With a full suite of strategic and technical skills, you are now ready to enter the professional arena. This final phase is dedicated to building your portfolio, gaining real-world client experience, and preparing you for the hiring process.



Modules Covered in this Phase:

- Personal Branding & LinkedIn Growth
- Live Client Project
- Mock Interviews + Placement Training
- Internship / Agency Simulation
- Final Assessment + Capstone Presentation

You Will Build Your Brand and Deliver Client Results

Personal Branding & LinkedIn Growth (Weeks 19-20)

Focus:

Develop a compelling LinkedIn content strategy, build a professional portfolio website, create a lead magnet, and master networking fundamentals.



Live Client Project (B2B/B2C) (Weeks 21-22)

Focus:

Apply your accumulated skills in SEO, Ads, and Social Media for a real business. You will be responsible for reporting on progress and delivering a final **Presentation to the Client.**



You Will Ace the Interview and Secure Your Role

Mock Interviews + Placement Training (Week 23)

Focus: Undergo rigorous HR round training and marketing-specific interview prep. Participate in case study discussions and receive feedback to refine your resume and portfolio.

Internship / Agency Simulation (Weeks 24-25)

Focus: Work on real campaigns in a simulated agency environment. Gain experience in team collaboration, client handling, and professional reporting.

Final Assessment + Capstone Presentation (Week 26)

Focus: A final portfolio evaluation, exam, and capstone campaign presentation, culminating in the official **Placement Handover**.



The Complete 26-Week Curriculum at a Glance

Phase 1: Foundation (Weeks 1-7)



Phase 2: Mastery (Weeks 8-18)



Phase 3: Launch (Weeks 19-26)



Your Portfolio: The Tangible Proof of Your Expertise

You won't just graduate with knowledge; you will graduate with a professional portfolio filled with projects that demonstrate your strategic thinking and technical ability.

- ✓ Brand Strategy Worksheet
- ✓ 14-Day Content Calendar & Landing Page Copy
- ✓ Full SEO Audit & Ranking Plan
- ✓ Live Google Analytics 4 Dashboard
- ✓ Live Client Project Presentation & Report
- ✓ Visual Identity & Brand Kit
- ✓ Simulated Ad Campaign Performance Report
- ✓ UGC & Instagram Reels Campaign Strategy
- ✓ Full CRO Landing Page Analysis
- ✓ Professional Resume & Personal Brand on LinkedIn



Your Transformation from Learner to Professional Marketer Begins Here.

Beginner → Job Ready → Portfolio + Internship

Ready to start your journey?

[Schedule a Consultation Call](#)

[Download the Detailed Syllabus](#)