

Morning Batch						
#	Topic	Course	Duration	Date	Timings	Mode of Training
1	Introduction to Digital Marketing	Introduction	5 hrs	28th Oct 2018 Sunday	10:30 AM - 4:30 PM	Classroom
2	Digital Marketing Customer Acquisition Funnel					
3	DM Competitor Analysis					
4	Business Understanding Framework					
5	DM Straetgy Formulation					
6	Introduction to Google Ads	Google Ads	2 hrs	29st Oct 2018	7:00 AM - 9:30 AM	Online
7	Understanding Ads (Google Advertising Networks, Bidding,Quality Score & Adrank)					
8	Competitor Analysis	Google Ads	6 hrs	31st Oct 2018	7:00 AM - 9:30 AM	Online
9	Keyword research Tools and Building Keyword List			02nd Nov 2018		
10	Budget Forecasting using Keyword Planner			12th Nov 2018		
11	Practicals					
12	Th Anatomy of high Converting Landing Pages & Walk through Landing Page Experience	Google Ads	2 hrs	14th Nov 2018 Wednesday	7:00 AM - 9:30 AM	Online
13	Campaign Structuring & then Account Set-Up - Account access,Billing Methods & Linked accounts					
14	Search Advertising Overview	Google Ads	2 hrs	16th Nov 2018 Fri	7:00 AM - 9:30 AM	Online
15	Set up you Search Network Campaign					
16	Determine Your Bid and Budget					
17	Writing Killer Ad Copies					
18	Understanding of keyword Match Types	Google Ads	2 hrs	19th Nov 2018 Mon	7:00 AM - 9:30 AM	Online
19	Relevance between AdGroup,Keywords,Ad copies and Landing Page					
20	Understanding Ad extensions					
21	Manage Your Search Network Campaign					
22	Optimize your Search Network Campaign					
23	Google Search Advertising Exam Guidance					
24	Google Search Practicals	Google Ads	2 hrs	23nd Nov 2018 Friday	7:00 AM - 9:30 AM	Online
25	Google Fundamentals Examination					
26	Google Search Examination					
27	How to use Google Display Planner					

28	About the Google Display Network					
29	Setting up your Google Display Network Campaign	Google Ads	2 hrs	26th Nov 2018 Monday	7:00 AM - 9:30 AM	Online
30	Showing your Ads on the Display Network					
31	Reaching Your Audience on Display Network					
32	Measuring and optimizing your Display Network					
33	Display Advertising Exam Study Guide					
34	Google Display Campaign Practicals					
35	Google Analytic thinking towards Digital Marketing PPC Ads campaigns	Google Ads	2 hrs	28th Nov 2018 Wednesday	7:00 AM - 9:30 AM	Online
36	Conversion Tracking Code Creation and Setup					
37	Retargeting code creation and Setup					
38	Basics of SEO	SEO	4hrs	30th Nov 2018	7:00 AM - 9:30 AM	Online
39	On Page Optimisation			03rd Dec 2018		
40	Off Page optimisation	SEO	4hrs	5th Dec 2018	7:00 AM - 9:30 AM	Online
41	Local SEO			7th Dec 2018		
42	Google Algorithms and Updates	SEO	2hrs	10th Oct 2018	7:00 AM - 9:30 AM	Online
43	SEO revision and Tools			Mon		
44	Introduction to Social Media Marketing	Social Media	5 hrs	15th Dec 2018 Saturday	10:30 AM - 4:30 PM	Classroom
45	Social Media Competitor Analysis					
46	Content Competitor Anlaysis					
47	Build Social Media Marketing content Calendar					
48	Facebook For personal branding					
49	Facebook for Business	Social Media	6 hrs	17th Dec 2018	7:00 AM - 9:30 AM	Online
50	Facebook Organic Activities			19th Dec 2018		
51	Facebook Ads			21th Dec 2018		
52	Instagram and twitter for Business	Social Media	6 hrs	24th Dec 2018	7:00 AM - 9:30 AM	Online
53	Linkedin for Personal branding &Business			26th Dec 2018		
54	Linkedin Ads			28th Dec 2018		
55	Email Marketing Automation	Email Marketing	2 hrs	02nd Jan 2019 Wednesday	7:00 AM - 9:30 AM	Online
56	Email Content creation					
57	DM Revision	DM	5 hrs	5th Jan 2019 Saturday	11:00 AM - 6:30 PM	Class Room
58	Live Projects & DM strategy Formulation					