

# DIGITAL MARKETING COURSE OUTLINE

## WEEK-1

### INTRODUCTION TO DIGITAL ADVERTISING

- Overview of the digital advertising landscape
- Benefits of digital advertising
- Types of digital advertising
- Overview of Facebook Ads and Google Ads
- Setting up a Facebook Ads account
- Setting up a Google Ads account

## WEEK-2

### FACEBOOK ADS PART 1

- Overview of Facebook Ads Manager
- Creating a Facebook Ads campaign
- Choosing a campaign objective
- Targeting Options for Facebook Ads
- Creating ad creatives and ad copy
- Tips for creating effective Facebook Ads

## WEEK-3

### FACEBOOK ADS PART 2

- Overview of Facebook Pixel
- Creating custom audiences and lookalike audiences
- Retargeting Strategies with Facebook Ads
- Analyzing Facebook Ads Performance
- Tips for Optimizing Facebook Ads



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## WEEK-4

### GOOGLE ADS PART 1

- Overview of Google Ads platform
- Setting up a Google Ads campaign
- Choosing a campaign objective
- Keyword research and selection
- Writing effective ad copy
- Setting up ad groups and campaigns

## WEEK-5

### GOOGLE ADS PART 2

- Targeting options for Google Ads
- Creating ad extensions
- Bidding Strategies for Google Ads
- Analyzing Google Ads performance
- Tips for Optimizing Google Ads

## WEEK-6

### OVERVIEW OF SNAPCHAT AND TIKTOK ADS

- Overview of Snapchat and TikTok Ads.
- Ad formats are available on Snapchat and TikTok.
- Targeting options for Snapchat and TikTok.
- Best practices for creating effective Snapchat and TikTok Ads.

### Note:

- ASSESSMENT WILL BE GIVEN AFTER EVERY SESSION THAT WILL HELP STUDENTS TO GENERATE CAMPAIGNS WITH THEIR OWN OR FICTIONAL BUSINESS.
- AFTER EVERY CLASS THERE WILL BE AN ASSIGNMENT WHICH STUDENTS HAVE TO DO BEFORE THE NEXT SESSION AND PRESENT IN CLASS.

