

DiGyan - Curriculum

Curriculum

The programme will include lectures structured around six modules as follows:

Module I: Business, marketing & e-marketing

- What is digital marketing?
 - Basics of marketing
 - What changed in traditional marketing
 - Why the move was made to digital marketing
- Advantages of digital medium over other media
- Digital medium in today's marketing plan
 - Digital marketing inception
 - Digital marketing today
 - The future with digital marketing
 - Types of Digital Marketing and their applications in various sectors of the industry.

Module II: Search marketing

- Overview of Google AdWords
- Why Google Adwords
- Which all industry is this applicable to.
- Basic campaign setup
- Keyword research and analysis

- Tracking the success of SEM

Module III: Social media marketing

- Social media for various businesses: B2C & B2B
- What platforms need to be chosen for various sectors
- How to think of a social media campaign
- Choosing the right approach - that matters
- Setting up of the campaign.
- Optimising the campaign.
- Reading the right numbers.
- Measuring social media ROI
- Content marketing: Storytelling in social media

Module IV: Display marketing

- Different kinds of display marketing
- The display marketing ecosystem
- What type of display marketing
- How to think of a display marketing campaign
- Setting up the campaign
- Reading the right numbers
- Optimising the campaign

- Getting the desired audience work.
- Retargeting & dynamic retargeting

Module V: Mobile Marketing

- Different kinds of mobile marketing
- What needs to go on mobile and how.
- The mobile marketing ecosystem

Module VI: Web analytics

- Introduction to Google Analytics
- Interpreting the data in Google Analytics
- Making the Google Analytics data work for the business.
- How to give the final verdict of your campaign performance with google analytics.

End Term Project - Bonus

- Live campaign creation & optimization

Detailed Curriculum

Module I: Business, Marketing & E-Marketing

1. What is Digital Marketing?

- **Content:** Definition, evolution from traditional marketing, scope in the modern world.
- **Material:** PPT slides, timeline chart, short video explainer.

2. Basics of Marketing

- **Content:** 4Ps (Product, Price, Place, Promotion), STP (Segmentation, Targeting, Positioning).
- **Material:** Diagrams, real-world brand strategy examples, quiz on 4Ps.

3. What Changed in Traditional Marketing?

- **Content:** Print → digital shift, broadcast vs. personalized targeting.
- **Material:** Case study comparing newspaper vs. Facebook ads.

4. Why the Move to Digital Marketing?

- **Content:** Cost-effectiveness, targeting precision, trackability.
- **Material:** Charts on ROI comparisons, infographics.

5. Advantages of Digital Medium over Other Media

- **Content:** Interactivity, measurable, automation, scalability.
- **Material:** Comparison tables, KPI dashboard mockups.

6. Digital Medium in Today's Marketing Plan

- **Content:** Integrated marketing approach, omnichannel planning.

- **Material:** Marketing plan template, campaign planner Excel sheet.

7. Digital Marketing Inception → Today → Future

- **Content:** Evolution timeline, major innovations (SEO, social, automation, AI), trends ahead.
- **Material:** Timeline poster, video series, blog articles.

8. Types of Digital Marketing & Applications

- **Content:** SEO, SEM, SMM, Email, Display, Affiliate, Influencer, Mobile, Analytics.
 - **Material:** 1-page summary handouts, industry mapping sheet (which type suits which sector).
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Module II: Search Marketing

1. Basics of Search (Organic vs Paid)

- **Content:** SERP anatomy, difference in approach & outcomes.
- **Material:** Interactive SERP simulator, cheat sheet.

2. Overview of Google Ads (AdWords)

- **Content:** How it works, auction model, ad formats.
- **Material:** Google Ads dashboard demo (screenshots), glossary.

3. Why Google Ads + Applicability Across Industries

- **Content:** User intent targeting, B2B/B2C fit.

- **Material:** Sector-specific examples, lead funnel diagrams.

4. Campaign Setup Basics

- **Content:** Structure (Campaign > Ad Group > Ad), settings.
- **Material:** Google Ads walkthrough, campaign setup assignment.

5. Keyword Research & Analysis

- **Content:** Search intent, match types, tools (Google KW Planner, SEMrush, Ubersuggest).
- **Material:** KW research worksheet, use-case templates.

6. Tracking Success of SEM

- **Content:** CTR, CPC, Conversion Rate, ROAS.
- **Material:** KPI dashboard, real vs. expected data sheets.

7. SEO Techniques (On-page & Off-page)

- **Content:** Meta tags, technical SEO, link building, blogging.
- **Material:** SEO checklist, tools list (Yoast, Screaming Frog).



Module III: Social Media Marketing

1. Different Social Channels & Use Cases

- **Content:** Facebook, Instagram, LinkedIn, X, YouTube, Snapchat, Pinterest.
- **Material:** Platform comparison matrix, channel-strategy fit guide.

2. B2C vs. B2B Social Use

- **Content:** Content styles, platform relevance, tone differences.
- **Material:** Brand examples from both segments.

3. Choosing Platforms by Sector

- **Content:** Real estate → Facebook, Fashion → Instagram, SaaS → LinkedIn.
- **Material:** Case library by industry.

4. Social Media Campaign Planning

- **Content:** Goal-setting, audience targeting, messaging.
- **Material:** Campaign brief template, persona builder.

5. Execution, Optimization, & Analytics

- **Content:** Creative design, A/B testing, ad manager walk-throughs.
- **Material:** Ad calendar, metric dashboards, troubleshooting guide.

6. Measuring ROI

- **Content:** Vanity vs performance metrics, attribution models.
- **Material:** ROI calculator Excel, Google Data Studio mockup.

7. Content Marketing & Storytelling

- **Content:** Narrative arcs, brand voice, user-generated content.
- **Material:** Content pillar planner, storytelling framework.

8. Email Marketing & A/B Testing

- **Content:** Email funnel, layout best practices, testing headlines.
 - **Material:** Mailchimp tutorial, subject line test sheets.
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Module IV: Display Marketing

1. Display Marketing Ecosystem

- **Content:** Publishers, advertisers, DSPs, ad exchanges.
- **Material:** Display supply chain infographic.

2. Types of Display Ads

- **Content:** Banners, rich media, native, video, programmatic.
- **Material:** Creative examples, size cheat sheet.

3. Planning, Setup, Optimization

- **Content:** Targeting (contextual, audience-based), placements.
- **Material:** Display planner template, creative brief.

4. Reading the Right Metrics

- **Content:** Impressions, CTR, engagement, conversions.
- **Material:** Benchmark tables, A/B testing plan.

5. Retargeting & Dynamic Retargeting

- **Content:** Cookie-based targeting, product feed use.
 - **Material:** Google Ads retargeting guide, flowcharts.
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Module V: Mobile Marketing

1. Mobile Marketing Types

- **Content:** SMS, App-based, push notifications, in-app ads.
- **Material:** Mobile UX best practices guide.

2. What to Put on Mobile & Why

- **Content:** Mobile-first strategy, micro-moments.
- **Material:** Mobile content checklist, mobile funnel map.

3. Mobile Marketing Ecosystem

- **Content:** App stores, mobile ad networks, SDKs, attribution tools.
 - **Material:** Case studies (e.g., Swiggy, Spotify), toolkits.
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Module VI: Web Analytics

1. Digital Measurement Landscape

- **Content:** KPIs, tracking mechanisms, customer journey touchpoints.
- **Material:** Web analytics mind map, measurement frameworks.

2. Google Analytics: Setup to Action

- **Content:**
 - Basics: Metrics vs dimensions
 - Dashboards, Goals, Events
 - Funnel analysis
- **Material:** GA interface walkthrough, sample datasets.

3. Interpreting Data for Business Impact

- **Content:** Insights vs noise, decision-making with data.
- **Material:** Scenario-based quizzes, case solutions.

4. Final Campaign Verdict

- **Content:** Combining SEM, SMM, email, display, and web analytics.
- **Material:** Reporting templates, final presentation formats.



Additional Components



Tutorial Classes

- 3 inter-module tutorials for doubt clearing and cross-topic integration.
- **Material:** Recap slides, integration quizzes.



End-Term Project (April/May)

- Live campaign planning + optimization.

- Industry-based case studies.
 - Team presentation + evaluation rubrics.
 - **Material:** Project brief, rubrics, case study packet, presentation template.
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How to Package Your Course

To get started building the **teaching material**, you will need:

- **Slide decks** for each subtopic (can use Canva, Google Slides)
- **Activity Worksheets** (campaign setup, keyword research, budget planning, content creation)
- **Templates** (marketing calendar, buyer persona, reporting formats)
- **Assessment Tools** (MCQs, short case studies, presentation evaluations)
- **Live Tools Access** (demo accounts for Google Ads, Mailchimp, Meta Business Suite, etc.)

Detailed Session

Digital Marketing Curriculum: Slide Deck & Lesson Plan Development

This document will include structured **lesson plans and slide deck outlines** for all six modules of your digital marketing education program.

✓ Module I: Business, Marketing & E-Marketing

Lesson Plan

- Session 1: Introduction to Marketing & Digital Evolution
- Session 2: Traditional vs Digital Marketing
- Session 3: Digital in Modern Marketing Strategy
- Session 4: Types of Digital Marketing Channels

Slide Deck Outline

1. What is Marketing?
 2. Traditional Marketing Overview
 3. Transition to Digital: Why & How
 4. Advantages of Digital Media
 5. Current & Future Digital Marketing Landscape
 6. Classification of Digital Channels
 7. Examples: Industry-wise Applications
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✓ Module II: Search Marketing (SEO & SEM)

Lesson Plan

- Session 1: Search Engines & SERP Structure
- Session 2: Paid Search (Google Ads) Basics
- Session 3: Keyword Research & Campaign Setup
- Session 4: SEO Overview: On-page & Off-page
- Session 5: SEM Analytics & Optimization

Slide Deck Outline

1. Organic vs Paid Results
2. How Search Engines Work

3. Google Ads: Structure & Setup
 4. Keyword Match Types & Tools
 5. Tracking Conversions in SEM
 6. SEO: On-page Techniques
 7. SEO: Off-page & Backlinking
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✓ **Module III: Social Media Marketing**

Lesson Plan

- Session 1: Overview of Social Channels
- Session 2: B2B vs B2C Strategies
- Session 3: Campaign Planning & Execution
- Session 4: Social Content & Storytelling
- Session 5: ROI & A/B Testing

Slide Deck Outline

1. Social Media Landscape
 2. Platform-Industry Fit Matrix
 3. Buyer Persona & Audience Targeting
 4. Campaign Elements & Scheduling
 5. Content Creation: Visuals & Copy
 6. Social Metrics That Matter
 7. A/B Testing Examples
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✓ **Module IV: Display Marketing**

Lesson Plan

- Session 1: Display Ecosystem Overview
- Session 2: Ad Types & Creatives
- Session 3: Campaign Setup & Targeting
- Session 4: Retargeting Strategies
- Session 5: Metrics & Optimization

Slide Deck Outline

1. Types of Display Ads
2. Ecosystem Players (DSPs, Publishers, Exchanges)

3. Campaign Planning Template
 4. Audience Targeting Techniques
 5. Retargeting & Dynamic Ads
 6. Performance Metrics: Impressions, CTR, CPA
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✓ **Module V: Mobile Marketing**

Lesson Plan

- Session 1: Introduction to Mobile Platforms
- Session 2: Mobile-first Strategy & Micro-moments
- Session 3: App Marketing & Notifications
- Session 4: Mobile Ad Formats
- Session 5: Measurement & Attribution

Slide Deck Outline

1. Mobile User Behavior Overview
 2. Mobile Marketing Channels
 3. Mobile vs Desktop Strategy
 4. In-app Ads, SMS & Push Notifications
 5. User Journey Mapping
 6. Tools for Tracking Mobile Campaigns
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✓ **Module VI: Web Analytics**

Lesson Plan

- Session 1: What to Measure in Digital
- Session 2: Google Analytics Basics
- Session 3: Goals, Funnels, Events
- Session 4: Creating Dashboards
- Session 5: Campaign Performance Analysis

Slide Deck Outline

1. Metrics vs KPIs
2. Overview of Google Analytics Interface
3. User Behavior Reports
4. Goal Tracking Setup

5. UTM Parameters & Tagging
 6. Funnel Visualization Examples
 7. Final Campaign Reporting Format
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Bonus: End-Term Project & Workshops

Components

- Live Campaign Brief & Pitching
- Project Based on Real Industry Case
- Group Presentations with Rubrics

Support Materials

- Campaign Planning Workbook
- Sample Project Brief
- Strategy Report Format