

# [2026] Digital Marketing Job Mastery Program Curriculum

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## Module 0: Digital Foundations for Beginning Students.

**Session 1:** What is Digital Marketing? Scope & Career Paths

**Session 2:** Basic Branding & Consumer Psychology

**Session 3:** Social Media Essentials (Instagram, Youtube, LinkedIn)

**Session 4:** First Practice : Analyze a Popular Brand's Strategy

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## Module 1: Foundations of Marketing & Consumer Psychology (5 hours)

**Day 1:** Introduction to Digital Marketing & the Funnel (AIDA, TOFU-MOFU-BOFU)

**Day 2:** Understanding Brands : Strategy, Positioning, Voice & Identity

**Day 3:** The Customer Journey: Pain Points, Awareness, Loyalty

**Day 4:** AI in Marketing Strategy: Use of ChatGPT, Gemini AI for Consumer Personas

**Day 5:** Case Studies: How Nike, Zomato and Netflix Build Loyalty.

**Weekend Project : Build a 1-page strategy canvas for a startup brand using AI**

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## **Week 2: Content Strategy & Creation (6 Hours)**

**Objective : Learn to design powerful content strategies and create engaging multimedia content using AI and modern tools.**

**Day 6:** Copywriting 101: Hooks, CTA, Value Propositions.

**Day 7:** Designing Social Posts with Custom GPTs and Canva AI.

**Day 8:** Video Marketing: Youtube Shorts, Reels & AdCreative.ai

**Day 9:** Using AI for blog writing & Email Campaigns ([copy.ai](https://www.copy.ai), Jasper)

**Day 10:** Brand Style Guides & Post Templates

**Weekend Project : Launch a 5-post campaign for a product using chatgpt image generation.**

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## **Week 3: Organic Growth & SEO (5 Hours)**

**Objective : Gain experience in SEO techniques and optimize content across platforms for maximum visibility.**

**Day 11:** Basics of SEO and Keyword Strategy (Ubersuggest, Ahrefs, Semrush)

**Day 12:** On-Page Optimization : Title, Meta, Header, Tags.

**Day 13:** Content SEO – Blogs, Youtube, LinkedIn

**Day 14:** AI Tools for SEO Automation (Surfer SEO, ChatGPT, Jasper)

**Day 15:** Building an SEO Strategy for a Blog/Website

**Weekend Project :** Build a Keyword-driven blog + optimize with Surfer SEO

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## **Week 4 : Paid Advertising (Meta Ads & Google Ads) (5 Hours)**

**Day 16 :** Overview of Paid Ads Ecosystem (Search, Display, Social)

**Day 17:** Meta Ads Campaigns – Structure, Audiences, Budgeting

**Day 18:** Google Ads – Search Campaigns & Performance Max

**Day 19:** Writing High-impact Ad Copies + AI Copy Generators.

**Day 20:** Ad Testing & Optimization with Meta Sandbox.

**Weekend Project :** Create a Meta + Google Ad mock campaign & strategy sheet

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## **Week 5: Analytics, Dashboards & Reporting (5 Hours)**

Objective: Analyze campaign performance using Google analytics 4, and generate actionable insights using automation.

**Day 21:** Introduction to Google Analytics and Meta Insights.

**Day 22: Creating Reports & Custom Dashboards**

**Day 23: UTM Parameters & Campaign Tracking (Google Sheets)**

**Day 24: Automation with Zapier AI & Email Reporting**

**Day 25: Track a Campaign lifecycle.**

**Weekend Project : Present a Performance dashboard with mock analytics**

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## **Week 6: Marketing automation & Funnels (5 hours)**

**Objective: Automate lead generation, engagement, and retention using AI tools and marketing funnel strategies.**

**Day 26: Marketing funnel design (Lead gen to Retargeting)**

**Day 27: Email campaigns with mailchimp and Notion AI or complete marketing with [Systeme.io](https://systeme.io)**

**Day 28: Chatbots for Lead Generation (Botpress, Landbot)**

**Day 29 : AI CRM Tools – Salesforce Einstein, Hubspot AI**

**Day 30: Setup a Mini-funnel Campaign**

**Weekend: Create an automated funnel for a service business.**

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## **Week 7: Influencer Marketing, PR &**

## **Personal Branding (5 Hours)**

Objective : Build Influence online through creator partnerships, strong personal branding, and AI-powered outreach.

Day 31: Influencer Outreach, Tools and ROI Calculation

Day 32: Thought Leadership on LinkedIn + Personal Branding Framework

Day 33 : AI for Press Release. Writing & Reputation Management.

Day 34: Brand Collaborations : Case studies and Outreach tools

Day 35: Growth Hacking Tactics for New Creators

Weekend Project: Build a personal brand strategy + PR write-up using AI

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## **Week 8: Career Readiness & Capstone (3 Hours)**

Objective : Demonstrate real-world digital marketing skills through project presentation and career preparation.

Day 36: Resume & Portfolio Building for Marketing Careers.

Day 37: AI-Powered Mock Interviews + Ad case breakdown.

Capstone Project

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