

SKILL-READY DIGITAL MARKETING PROGRAM



Skill-Ready Digital Marketing Program

Proposal for Chhatrapati Shahu Ji Maharaj University (CSJMU)

Prepared for Academic Collaboration

Executive Summary

This proposal presents a structured 4-month Skill-Ready Digital Marketing Program designed to bridge the gap between academic education and industry requirements through practical learning, AI-enabled tools, live projects, and career preparation.

Program Overview

Duration: 4 Months

Contact: 72 Hours

Mode: Classroom / Offline + Practical + Live Projects

Course Fee: ₹10,000

Objectives

- Develop industry-ready digital marketing professionals.
- Build practical skills through assignments and projects.
- Introduce AI tools for productivity and marketing.
- Prepare students for employment, internships, freelancing and entrepreneurship.

Target Audience

UG and PG students from all disciplines seeking career opportunities in digital marketing.

Learning Outcomes

Students will create marketing campaigns, optimize websites, run Meta and Google Ads, analyze performance, build portfolios and understand AI-assisted workflows.

Program Structure

8 Modules delivered through lectures, workshops, practical labs, case studies and assessments.

Detailed Curriculum

Month	Module	Classes
Month 1	Module 1: Digital Marketing Fundamentals Module 2: Social Media	9
Month 1	Marketing Module 3: Content Creation	9
Month 2	& Branding Module 4: SEO	9
Month 2	Module 5: Google Ads & Meta Ads	9
Month 3	Module 6: Email Marketing & Automation	9
Month 3	Module 7: Analytics & Reporting Module 8: Freelancing, AI &	9
Month 4	Capstone Project	9
Month 4		9

Module 1

Class	Topic
Class 1	Introduction to Digital Marketing
Class 2	Online Marketing and Traditional Marketing Word Press Website
Class 3	Domain & Hosting
Class 4	Website Creation
Class 5	Website Creation
Class 6	AI Tools
Class 7	Market Research
Class 8	

Class 9	Assignment
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Module 2

Class	Topic
Class 1	Social Platforms
Class 2	Facebook Instagram
Class 3	LinkedIn
Class 4	YouTube
Class 5	Content Calendar
Class 6	Meta Business Suite
Class 7	Community
Class 8	Project
Class 9	

Module 3

Module 4

Class	Topic
Class 1	SEO Basics
Class 2	Keywords
Class 3	On-page
Class 4	Technical
Class 5	Off-page
Class 6	Local SEO
Class 7	GSC
Class 8	Audits
Class 9	Project

Module 5

Class

Class 1	Topic
Class 2	Google Ads
Class 3	Search
Class 4	Display
Class 5	Meta Ads
Class 6	Campaigns
Class 7	Lead Generation
Class 8	Optimization
Class 9	Budget
	Project

Module 6

Class

Class 1	Topic
Class 2	Email Basics
Class 3	Lists
Class 4	Mailchimp
Class 5	Automation
Class 6	Funnels
Class 7	Lead Type
Class 8	WhatsApp Marketing
Class 9	CRM
	Project

Module 7

Class

Class 1	Topic
	Google Analytics

Class 2	GTM
Class 3	
Class 4	Google Console
Class 5	Reports
Class 6	Dashboards
Class 7	Insights Project
Class 8	Project
Class 9	

Module 8

Class	Topic
Class 1	Freelancing
Class 2	Portfolio
Class 3	LinkedIn
Class 4	Resume
Class 5	Interview
Class 6	Proposal
Class 7	Capstone
Class 8	Capstone
Class 9	Presentation

Delivery Methodology

Interactive lectures, demonstrations, live projects, AI tools, weekly assignments, presentations and assessments.

Assessment

Attendance 20%, Assignments 30%, Practical Project 30%, Final Capstone 20%.

Certification

Participants meeting academic requirements receive a Certificate of Completion.

Career Opportunities

Digital Marketing Executive, SEO Executive, Social Media Executive, Performance Marketer, Content Creator, Freelancer.