

INTERNSHIP PROGRAM SYLLABUS

DIGITAL ADVERTISING & ANALYTICS INTERNSHIP (60 HOURS)

Title: Digital Advertising & Analytics Internship
Duration: 60 Hours
Mode: Classroom / Online / Hybrid
Target Group: Students, Fresh Graduates, Entrepreneurs, and Professionals

Module 1: Introduction to Digital Marketing (4 Hours)

- Evolution of Marketing: Traditional vs. Digital
- Importance & Scope of Digital Marketing in 2025
- Core Components: SEO, SEM, SMM, Content, Email, Affiliate, Analytics
- Career Opportunities in Digital Marketing

Module 2: Website Planning & Development Basics (6 Hours)

- Understanding Domains, Hosting, and CMS (WordPress basics)
- Importance of Responsive & User-Friendly Websites
- Landing Page Concepts for Lead Generation
- Hands-on: Create a Basic Website / Blog

Module 3: Search Engine Optimization (SEO) (10 Hours)

- Search Engine Basics & Algorithms
- Keyword Research & Competitor Analysis (Tools: Google Keyword Planner)
- On-Page SEO (Meta tags, URL structure, Internal linking, Image optimization)
- Off-Page SEO (Backlinks, Guest Posting, Social Bookmarking)
- Technical SEO (Site speed, Mobile optimization, Schema)
- SEO Tools: Google Search Console
- Hands-on: Optimize a webpage for SEO

Module 4: Search Engine Marketing (SEM) & Paid Advertising (6 Hours)

- Introduction to Google Ads (Search, Display, Video, Shopping Ads)
- PPC Campaign Setup & Management
- Ad Copywriting & A/B Testing
- Budget Planning, Bidding Strategies, Quality Score
- Hands-on: Create a Demo Google Ads Campaign

Module 5: Social Media Marketing (SMM) (10 Hours)

- Importance of Social Media in Business Growth
- Facebook, Instagram, LinkedIn, Twitter, YouTube Marketing
- Creating Business Pages & Engaging Content
- Social Media Advertising (FB Ads Manager, Instagram Promotions, LinkedIn Ads)
- Community Building, Influencer Marketing & Trends (Reels, Shorts, Hashtags)
- Hands-on: Run a Social Media Ad Campaign

Module 6: Content Marketing & Blogging (6 Hours)

- Importance of Content in Digital Marketing
- Types of Content: Blogs, Videos, Infographics, Podcasts
- Content Strategy & Storytelling
- Introduction to Copywriting & Content Calendar
- Hands-on: Write an SEO-Friendly Blog Post

Module 7: Email Marketing & Automation (4 Hours)

- Importance of Email in Digital Strategy
- Building & Segmenting Email Lists
- Designing Email Campaigns (Mailchimp, ConvertKit)
- Automation & Drip Campaigns
- Hands-on: Create a Demo Email Campaign

Module 8: Affiliate Marketing & Influencer Strategies (2 Hours)

- Introduction to Affiliate Networks (Amazon, CJ, ShareASale)
- Affiliate vs. Influencer Marketing
- Building Affiliate Websites & Tracking Conversions
- Ethics & Best Practices

Module 9: Web Analytics & Performance Measurement (6 Hours)

- Introduction to Google Analytics 4 (GA4)
- Key Metrics: Sessions, Bounce Rate, CTR, Conversion Rate, ROI
- UTM Tracking & Campaign Monitoring
- Data-Driven Decision Making
- Hands-on: Analyze Traffic Data & Prepare Report

Module 10: Emerging Trends in Digital Marketing (2 Hours)

- Voice Search & AI in Marketing
- Chatbots & Conversational Marketing
- Marketing Automation Tools
- Career Roadmap & Freelancing Opportunities

PROGRAM STRUCTURE

- **Theory Sessions:** 50% (Concepts, Case Studies, Discussions)
- **Practical/Hands-On:** 40% (Tools, Campaign Creation, Projects)
- **Assessment & Report:** 10% (Final Project Presentation)

INTERNSHIP OUTCOMES

By the end of this 60-hour internship, participants will:

- ✓ *Understand complete digital marketing ecosystem*
- ✓ *Be able to design & execute digital marketing campaigns*
- ✓ *Use professional tools like Google Ads, Analytics, Mailchimp, WordPress, Canva*
- ✓ *Prepare SEO-optimized content & run ads on social media*
- ✓ *Gain industry-level exposure with hands-on assignments*