



ADVANCED DIGITAL MARKETING & AI MASTER PROGRAM

🚀 Industry-Oriented • 💻 Live Projects • 🎓 Internship • 📁 Job Assistance

Course Curriculum | 2025–2026

Welcome to High Digital! 🎉

This is your complete course curriculum — everything you'll learn, build, and master on your journey to becoming a job-ready Digital Marketing & AI professional.

Growth & Lead Generation Agency

Why Build a Career in Digital Marketing?

Every startup, small business, and large enterprise now depends on digital channels for growth — creating massive, ongoing demand for skilled digital marketers. With 10+ career paths, strong average salaries, and low barriers to entry, digital marketing remains one of the most accessible and rewarding skills to learn today.

-  **Massive Demand — Every business needs digital marketers**
-  **10+ Career Paths & Job Roles to choose from**
-  **₹5.5 LPA+ Average Salary, growing with experience**
-  **Start or grow your own business with these skills**
-  **Easy to Learn, Practice, and Monetize**

About the Program

The High Digitals Advanced Digital Marketing & AI Master Program is built to keep you ahead of the curve — combining core marketing fundamentals with the latest AI tools shaping the industry. Led by faculty with 10+ years of industry experience, the curriculum is 100% practical, project-based, and designed for job-readiness from day one.

Course Curriculum

MODULE 1 Digital Marketing Fundamentals

- Introduction to Digital Marketing
- Traditional vs Digital Marketing
- Marketing Funnel
- Customer Journey
- Lead Generation Process
- Branding Fundamentals
- Buyer Persona
- Competitor Research
- Digital Marketing Terminologies

MODULE 2 Website Development (WordPress)

- Domain & Hosting
- WordPress Installation
- Elementor Website Design
- Landing Page Creation
- Contact Forms
- Website Speed Optimization
- Mobile Responsive Design
- Security & Backup
- Blog Creation
- Portfolio Website
- Business Website

 **Live Project:** Build a complete Business Website

MODULE 3 Search Engine Optimization (SEO)

On-Page SEO

- Keyword Research
- Meta Tags
- Content Optimization
- Internal Linking
- Image SEO

Off-Page SEO

- Backlink Building
- Guest Posting
- Local Citations
- Profile Creation

Technical SEO

- Core Web Vitals
- Robots.txt
- Sitemap
- Schema Markup
- Canonical URLs
- Google Search Console

Local SEO

- Google Business Profile
- Maps Ranking
- Local Keyword Strategy
- Reviews Management



Live Project: Rank a website on Google

MODULE 4 Google Ads (Performance Marketing)

- Google Ads Interface
- Search Campaigns
- Display Campaigns
- Performance Max
- Shopping Ads
- YouTube Ads
- Remarketing
- Audience Targeting
- Conversion Tracking
- Google Tag Manager
- Budget Optimization
- ROAS & ROI Analysis



Live Project: Live Google Ads Campaign

MODULE 5 Meta Ads (Facebook & Instagram)

- Meta Business Suite
- Business Manager

- Ads Manager
- Pixel Setup
- Conversion API
- Lead Generation Ads
- WhatsApp Ads
- Messenger Ads
- Engagement Campaigns
- Video Campaigns
- Retargeting
- A/B Testing
- Budget Scaling

 **Live Project:** Run Live Meta Ads

MODULE 6 Social Media Marketing

- Instagram Growth Strategy
- Facebook Marketing
- LinkedIn Marketing
- X (Twitter) Marketing
- Threads Marketing
- Pinterest Marketing
- YouTube Marketing
- Shorts Strategy
- Reels Strategy
- Community Management
- Content Calendar

MODULE 7 Content Marketing

- Content Strategy
- Storytelling
- Copywriting
- Blogging
- Email Content
- Video Script Writing
- Carousel Design
- Hooks & CTAs
- Viral Content Framework

MODULE 8 AI for Digital Marketing (Latest 2025–2026)

ChatGPT

- Prompt Engineering
- Content Creation
- Marketing Strategy
- Sales Copy
- Blog Writing
- Email Writing

- Ad Copy
- Automation

Google Gemini

- Research
- Content Planning
- Campaign Ideas
- AI Assistance

Meta AI

- Social Media Content
- Ad Ideas
- Marketing Automation

Canva AI

- Magic Design
- Magic Write
- AI Image Generation
- Brand Kit
- Social Media Templates

Additional AI Tools

- Claude AI
- Perplexity AI
- Microsoft Copilot
- Gamma AI
- Leonardo AI
- Midjourney (Overview)
- Runway ML (Video AI)
- CapCut AI
- HeyGen (AI Avatars)
- ElevenLabs (AI Voiceovers)
- Opus Clip
- Remove.bg
- ChatPDF
- Notion AI

MODULE 9 Video Editing

- CapCut
- Canva Video
- Premiere Pro Basics
- Short-form Editing
- YouTube Editing
- Motion Graphics Basics
- Thumbnail Design

MODULE 10 Graphic Design

- Canva Pro

- Brand Identity
- Logo Basics
- Social Media Creatives
- Posters
- Banners
- Flyers
- Brochures
- Business Cards

MODULE 11 Email & WhatsApp Marketing

- Mailchimp
- Brevo
- Email Automation
- Newsletter Creation
- WhatsApp Business
- Broadcast Campaigns
- Click-to-WhatsApp Ads

MODULE 12 Analytics & Tracking

- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Search Console
- Looker Studio Dashboards
- Event Tracking
- Conversion Tracking
- UTM Parameters
- KPI Reporting

MODULE 13 E-commerce Marketing

- Shopify Basics
- WooCommerce
- Product SEO
- Shopping Ads
- Marketplace Marketing
- Conversion Optimization

MODULE 14 Freelancing & Agency Building

- Fiverr
- Upwork
- LinkedIn Lead Generation
- Proposal Writing
- Client Acquisition
- Personal Branding
- Pricing Strategy
- Agency Operations

MODULE 15 Career Development

- Resume Building
- LinkedIn Optimization
- Portfolio Creation
- Mock Interviews
- HR Interview Preparation
- Digital Marketing Interview Questions
- Salary Negotiation
- Internship Support
- Job Assistance

Live Projects

Students gain hands-on experience by working on real accounts and live campaigns, including:

-  Google Ads Campaigns
-  Meta Ads Campaigns
-  SEO Projects
-  Website Development
-  Social Media Management
-  Lead Generation Campaigns
-  Local SEO Projects
-  AI-Powered Marketing Workflows
-  Client Case Studies

Course Highlights

-  100% Practical Training
-  Industry Expert Trainers with 10+ Years of Experience
-  AI Tools Training Included
-  Live Client Projects
-  Google Ads Certification Guidance
-  Meta Ads Practical Training
-  GA4 & GTM Implementation
-  Lifetime Learning Support
-  Internship Opportunities
-  Job Assistance
-  Personal Mentoring
-  Small Batch Sizes

HIGH DIGITALS

Take your career's most important step today. 

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