

WEEK	MON DAY	TUESDAY	WEDNE SDAY	THURSDAY	FRIDAY	WEEK END	SATURDAY
WEEK - 1					Class 1 Design Thinking		Class 1 Design Thinking
WEEK - 2		Class 2 DT Examples & Activity		Class 3 Digital Marketing- Marketing Fundamentals	Class 4 Definitions in Marketing Fundamentals		Class 2 DT Examples & Activity Digital Marketing- Marketing Fundamentals Definitions in Marketing Fundamentals
WEEK - 3		Class 5 Framework- Customize for Self Business.		Class 6 Value Proposition Templates	Class 7 Customer Persona		Class 3 Framework- Customize for Self Business. Value Proposition Templates Customer Persona
WEEK - 4		Class 8 Empathy Map		Class 9 Customer Journey.	Class 10 Summarisation of Chapter 1		Class 4 Empathy Map Customer Journey. Summarisation of Chapter 1
WEEK - 5		Class 11 Create Marketing Objective, Empathy Map and Value PRoposition in the Marketing Fundamentals.		Class 12 Introduction to Content Strategy	Class 13 Content Generation Process.		Class 5 Create Marketing Objective, Empathy Map and Value PRoposition in the Marketing Fundamentals. Introduction to Content Strategy Content Generation Process.
WEEK - 6		Class 14 How to plan the Content? Content Formats.		Class 15 Content Types	Class 16 Website Audit Content		Class 6 How to plan the Content? Content Formats Content Types Website Audit Content
WEEK - 7		Class 17 Content Framework- SCQA, PIXAR		Class 18 Distribution Techniques.	Class 19 Content Marketing		Class 7 Content Framework- SCQA, PIXAR Distribution Techniques. Content Marketing
WEEK - 8		Class 20 Metrics for Content Marketing		Class 21 Summarisation of Chapter 2	Class 22 Write a blog using any one of the Framework		Class 8 Metrics for Content Marketing Summarisation of Chapter 2 Write a blog using any one of the Framework

<b>WEEK - 9</b>		Class 23 Introduction to Social Media Marketing.		Class 24 Social Media Framework Exercise	Class 25 Facebook marketing		<b>Class 9</b> <b>Introduction to Social Media Marketing.</b> <b>Social Media Framework Exercise</b> <b>Facebook marketing</b>
<b>WEEK - 10</b>		Class 26 Strategies in FB Elements of Facebook. Exercise		Class 27 Organic Promotion Channels "	Class 28 Instagram Marketing Optimize your Profile		<b>Class 10</b> Strategies in FB Elements of Facebook. Exercise Organic Promotion Channels Instagram Marketing Optimize your Profile
<b>WEEK - 11</b>		Class 29 How to Expand the Audience in Social sites		Class 30 How to Do Twitter Marketing	Class 30 Content Calendar- for Social sites Exercise: Create a Monthly Calendar for Social Ads		<b>Class 11</b> <b>How to Expand the Audience in Social sites</b> <b>How to Do Twitter Marketing</b> <b>Content Calendar- for Social sites</b> <b>Exercise: Create a Monthly Calendar for Social Ads</b>
<b>WEEK - 12</b>		Class 32 Measure the Metrics for Social post		Class 33 What is UTM? How to add UTM to measure the analytics	Class 34 Summarisation of Chapter 3		<b>Class 12</b> <b>Measure the Metrics for Social post</b> <b>What is UTM? How to add UTM to measure the analytics</b> <b>Summarisation of Chapter 3</b>
<b>WEEK - 13</b>		Class 35 Assignment: Following the Content Calendar, for the regular Verify the metrics using UTM code.		Class 36 Campaign VS Regular Posts	Class 37 Social Media Posts Lead Generation Metrics		<b>Class 13</b> <b>Assignment: Following the Content Calendar, for the regular Verify the metrics using UTM code.</b> <b>Campaign VS Regular Posts</b> <b>Social Media Posts</b> <b>Lead Generation Metrics</b>
<b>WEEK - 14</b>		Class 38 How the creatives must be? Types of Ads		Class 39 Social Media Analytics	Class 40 Ab Testing		<b>Class 14</b> <b>How the creatives must be?</b> <b>Types of Ads</b> <b>Social Media Analytics</b> <b>Ab Testing</b>

<b>WEEK - 15</b>		Class 41 How to do Facebook Campaign?		Class42 How to do Facebook Campaign?	Class 43 Summarisation of Chapter 4		<b>Class 15</b> <b>How to do Facebook Campaign?</b> <b>Summarisation of Chapter 4</b>
<b>WEEK - 16</b>		Class 44 How to do Facebook Campaign?		Class 45 SEO Introduction How to drive Traffic from Search Engine?	Class 46 How to track Customer Journey What is Spider? How does it works?		<b>Class 16</b> <b>How to do Facebook Campaign?</b> <b>SEO Introduction</b> <b>How to drive Traffic from Search Engine?</b> <b>How to track Customer Journey</b> <b>What is Spider? How does it works?</b>
<b>WEEK - 17</b>		Class 47 Types of Keywords Keyword Planner- How to create		Class 48 Types of Keywords Keyword Planner- How to create	Class 49 Exercise		<b>class 17</b> Types of Keywords Keyword Planner- How to create Types of Keywords Keyword Planner- How to create Exercise
<b>WEEK - 18</b>		Class 50 Ranking Algorithm Types of Inks usedn in SEO"		Class 51 Types of SEO - On Site SEO - OFF Site SEO "	Class 52 Group discussion on SEO- Team Activity		class 18 Ranking Algorithm Types of Inks usedn in SEO Types of SEO - On Site SEO - OFF Site SEO Group discussion on SEO- Team Activity
<b>WEEK - 19</b>		Class 53 SEM Introduction SEM keyword Analysis		Class 54 SEM Introduction SEM keyword Analysis	Class 55 Tool for SEM keyword analysis. How to see Google Ad words?		class 19 SEM Introduction SEM keyword Analysis Tool for SEM keyword analysis. How to see Google Ad words?
<b>WEEK - 20</b>		Class 56 How to use Google Ad words to get paid key words?		Class 57 Metrics to be measured using Google Ad Words	Class 58 Summarisation on Chapter 6		class 20 How to use Google Ad words to get paid key words? Metrics to be measured using Google Ad Words Summarisation on Chapter 6
<b>WEEK - 21</b>		Class 59 Keyword planner to list out top rated key words.		Class 60 Display Advertising Introduction and examples	Class 61 Metrics for display Advertising		class 21 Keyword planner to list out top rated key words. Display Advertising Introduction and examples Metrics for display Advertising

<b>WEEK - 22</b>		Class 62 Types of Display Advertising Metrics to be seen		Class 63 True View Vedio Ad- Details	Class 64 Create keywords for vedio using Google Ad words Assignment on Same		class 22 Types of Display Advertising Metrics to be seen True View Vedio Ad- Details Create keywords for vedio using Google Ad words Assignment on Same
<b>WEEK - 23</b>		Class 65 Summarisation of Chapter 7		Class 66 Introduction to Email Marketing How to create Contact List? "	Class 67 How the emails should be? How to Contact the Contact list?"		class 23 Summarisation of Chapter 7 Introduction to Email Marketing How to create Contact List? How the emails should be? How to Contact the Contact list?
<b>WEEK - 24</b>		Class 68 How email list can be added?		Class 69 Sign up Methods- Opt in Methods Double opt in method"	Class 70 Elements of Email Spam Mails Create email Calendar"		class 24 How email list can be added? Sign up Methods- Opt in Methods Double opt in method Elements of Email Spam Mails Create email Calendar
<b>WEEK - 25</b>		Class 71 Create Email Calendar- Mail chimp tool		Class 72 Types of Email Exercise: Create an Ad email send to list of Contacts and measure.	Class 73 Metrics to be measured- Definitions and Formula Calculate the metrics		class 25 Create Email Calendar- Mail chimp tool Types of Email Exercise: Create an Ad email send to list of Contacts and measure. Metrics to be measured- Definitions and Formula Calculate the metrics
<b>WEEK - 26</b>		Class 74 Summarisation of Chapter 8		Class 75 Create an Email Ad and measure the metrics	Class 76 Group Discussion on Email Marketing		class 26 Summarisation of Chapter 8 Create an Email Ad and measure the metrics Group Discussion on Email Marketing
<b>WEEK - 27</b>		Class 77 Introduction to Google Analytics.		Class 78 How does Google Analytics Work?	Class 79 What is Google Tag Manager? How to use it?		class 27 Introduction to Google Analytics. How does Google Analytics Work? What is Google Tag Manager? How to use it?
<b>WEEK - 28</b>		Class 80 What are the metrics to be measured for a Web site?		Class 81 Exercise: Measure the metrics of the Website	Class 82 Take your business website and do the google Analytics and track the metrics		class 28 The metrics to be measured for a website: Measure the metrics of the Website and do the google Analytics

**WEEK - 29**

Class 83  
Conclusion

class 29  
Conclusion