

# Digital Marketing Track

(3 Months)



Learning Pillar	Core Modules	Learner Outcome (What You Can Do)
Foundations	Digital Marketing	Understand core marketing concepts, funnels, buyer journeys, and campaign goals
Content Strategy	Content Strategy	Create content plans that align to business goals, audiences, and conversion outcomes
Web Marketing	Web Marketing	Drive traffic and improve conversions using landing pages, calls-to-action, and campaign structure
Social Media Growth	Social Media	Plan and execute social campaigns, build engagement, and grow audience reach with measurable outputs
SEO	Technical SEO	Improve discoverability by optimizing website structure, performance, and search readiness
AI-Enabled Marketing	AI Tools	Use AI tools to speed up research, content creation, ideation, and campaign execution responsibly