TP DIGITAL TECHNOLOGIES
Dive into Digital

Digital Marketing Industrial Training Curriculum

**TPD TECHNOLOGIES(OPC) PVT. LTD. Salt Lake Sector - III
Bidhannagar, Kolkata-700 098**

CERTIFIED
ISO
9001:2015
COMPANY

Month 1

Foundation of Digital Marketing

Module 1: Introduction to Digital Marketing

≫ Overview of Digital Marketing Concepts

≫ Importance and Evolution

≫ Digital Marketing Channels Overview

Module 2: Website Planning and Development

≫ Basics of Website Architecture

≫ Understanding User Experience (UX) Principles

≫ Hands-on: Setting up a Basic Website using WordPress

Module 3: Search Engine Optimization (SEO)

≫ Introduction to SEO and its Importance

≫ On-Page SEO Techniques

≫ Off-Page SEO Strategies

≫ Practical: Conducting Website SEO Audits and Implementing Changes

Module 4: Social Media Marketing (SMM)/(SMO)

≫ Overview of Social Media Platforms

≫ Creating Social Media Profiles

≫ Developing Content for Social Media

≫ Facebook/Instagram/Twitter/LinkedIn Campaigns

≫ Hands-on: Creating and Managing Social Media Accounts for a Business

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Month 2

Advanced Digital Marketing Techniques

Module 5: Pay-Per-Click (PPC) Advertising

≫ Introduction to SEM and PPC

≫ Google Ads Fundamentals

≫ Keyword Research and Ad Copywriting

≫ Practical: Setting up and Managing Google Ads Campaigns

Module 6: Email Marketing

≫ Building Email Lists

≫ Creating Effective Email Campaigns

≫ Email Automation and Personalization

≫ Practical: Designing and Launching Email Marketing Campaigns

Module 7: Content Marketing

≫ Content Strategy Development

≫ Content Creation Techniques

≫ Content Distribution Channels

≫ Hands-on: Developing Content Marketing Plans and Creating Content

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Month 3

Analytics, Strategy, and Implementation

Module 8: Analytics and Data Interpretation

» Introduction to Web Analytics

» Google Analytics Setup and Configuration

» Understanding Key Metrics

» Hands-on: Analyzing Website Traffic and User Behavior with Google Analytics

Module 9: Digital Marketing Strategy and Planning

» Setting SMART Goals

» Developing Buyer Personas

» Creating Marketing Funnels

» Practical: Creating a Comprehensive Digital Marketing Strategy for a Business

Module 10: Emerging Trends and Technologies

» Voice Search Optimization

» Artificial Intelligence in Marketing

» Video Marketing Strategies

» Practical: Implementing Emerging Trends in Digital Marketing Strategies

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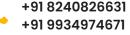ISO 9001:2015 CERTIFIED COMPANY

Month 3

Analytics, Strategy, and Implementation

Module 11: Industry Project

≫ Collaborative Project Work

≫ Real-world Campaign Execution

≫ Presentation and Reporting

≫ Final Assessment: Presentation of Industry Project and Evaluation

Module 12: Certification Preparation and Examination

≫ Mock Exams and Practice Tests

≫ Final Certification Examination

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IT Industrial Training Curriculum

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Month 1

Introduction to Web Development

Week 1: Basics of Web Development, HTML, and CSS

》 **Practical Training:**

Setting up development environment, creating simple web pages

Week 2: Advanced HTML, CSS Layouts, and Responsive Design

》 **Hands-on Exercise:**

Building a responsive portfolio website

Week 3: Introduction to JavaScript

》 **Practical Training:**

Implementing interactivity with JavaScript

Week 4: Front-End Frameworks and Version Control

》 **Hands-on Exercise:**

Using Git for version control, exploring CSS frameworks like Bootstrap

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Month 2

Back-End Development and Full-Stack Integration

Week 5: Introduction to Back-End Development with PHP

》 Practical Training:

Setting up a local server, handling HTTP requests

Week 6: Database Basics and CRUD Operations

》 Hands-on Exercise:

Building a simple CRUD application with Node.js and MongoDB

Week 7: Authentication and Authorization

》 Practical Training:

Implementing authentication using Passport.js

Week 8: Server-Side Frameworks and RESTful APIs

》 Hands-on Exercise:

Creating RESTful APIs

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Month 3

Advanced Topics and Project Work

Week 9: Advanced Front-End Techniques and Single-Page Applications (SPAs)

» **Practical Training:**

Building SPAs with React.js

Week 10: Advanced Back-End Concepts and Deployment

» **Hands-on Exercise:**

Deploying applications with Heroku or AWS

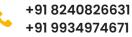## Week 11: Testing, Debugging, and Performance Optimization

» **Practical Training:**

Testing methodologies, debugging techniques

Week 12: Project Work and Presentations

» **Group Project:**

Collaboratively develop a full-stack web application

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Month 3

Advanced Topics and Project Work

Presentation:

» Showcase projects to peers and mentors, receive feedback.

Additional Considerations:

» Assignments and Assessments: Regular assessments to gauge understanding and progress.

Mentorship and Guidance:

» Providing support from experienced mentors throughout the program.

Self-Study Resources:

» Recommending additional resources for further self-learning and skill enhancement.

Encouraging Participation:

» Facilitating active participation in coding communities and forums for continued growth. This condensed curriculum provides a structured pathway for industrial training in web development within a three-month timeframe, covering essential concepts and practical exercises to prepare participants for entry-level roles in the field.

Adjustments can be made based on the specific needs and goals of the training program and the participants' prior knowledge and experience