

Digital Edge Certification Program (CSR/DM1003)

Theme: Digital Marketing & Online Earning Skills

Module-Wise Curriculum (40 Hours)

Module 1: Digital Marketing Overview (4 Hours)

- Industry Introduction
- Career Opportunities

Module 2: Social Media Marketing (6 Hours)

- Instagram, Facebook, LinkedIn Marketing
- Content Creation

Module 3: Search Engine Optimization (SEO) (6 Hours)

- Keyword Research
- On-page & Off-page SEO

Module 4: Content Marketing (4 Hours)

- Blogging & Copywriting
- Content Strategy

Module 5: Paid Advertising (6 Hours)

- Google Ads Basics
- Meta Ads Introduction

Module 6: Freelancing & Online Earning (4 Hours)

- Fiverr, Upwork Basics
- Client Acquisition

Module 7: Analytics & Tools (6 Hours)

- Google Analytics Basics
- Canva, Keyword Tools

Module 8: Live Project & Assessment (4 Hours)

- Campaign Creation
- Performance Evaluation
- Certification

Course Outcomes

- Understand core digital marketing concepts
- Create and manage social media campaigns
- Apply basic SEO strategies
- Generate content for online platforms
- Explore freelancing and earning opportunities

Practical Deliverables

- Social Media Campaign Project
- Content Calendar
- Basic SEO Strategy Plan

Assessment Structure

- Campaign-based evaluation
- Tool-based assignments
- Final project presentation

Career Relevance

- Entry-level digital marketing roles
- Freelancing & side income opportunities