

● TECHFELIX ACADEMY

COMPLETE COURSE SYLLABUS

Digital Marketing Course in Mohali

SEO · Google Ads · Meta Ads · Social Media · AI Marketing · GA4

10

Modules

6+

Live Projects

120+

Practical Hours

3-6

Month Batches

PROGRAM OVERVIEW

A 100% Practical Digital Marketing Program

This Digital Marketing Course in Mohali is designed for students, working professionals, freelancers, entrepreneurs and business owners who want to learn by doing. Instead of presentation-based theory, every module is backed by a live website, a funded ad account, or a real client-style project — so what you practise here is exactly what agencies bill clients for.

10	6+	120+	15+	3–6
Modules	Live Projects	Practical Hours	Certifications	Month Batches

HOW TO USE THIS DOCUMENT

The next few pages break down all 10 modules in the order they're taught — what you'll learn, the tools used, and the live milestone that closes each module. Use it to compare against other programs, or as a checklist while you're enrolled.

COURSE AT A GLANCE

Module 01 — Introduction to Digital Marketing

Module 03 — Search Engine Optimization (SEO)

Module 05 — Social Media Marketing

Module 07 — Content Marketing

Module 09 — Email Marketing

Module 02 — Website Planning & WordPress

Module 04 — Google Ads (PPC)

Module 06 — Meta Ads Mastery

Module 08 — AI for Digital Marketing

Module 10 — Google Analytics 4 (GA4) & Tag Manager

MODULE 01

Introduction to Digital Marketing

Understand how businesses generate online leads and why digital marketing is one of today's fastest-growing career fields.

WHAT YOU'LL LEARN

- Digital marketing channels & customer journey
- Marketing funnel & lead generation process
- Organic vs. paid marketing
- B2B vs. B2C marketing
- Latest digital marketing trends
- Career pathways in digital marketing

TOOLS

Google Trends,
AnswerThePublic

LIVE MILESTONE

Map a complete digital go-to-market strategy framework.

MODULE 02

Website Planning & WordPress

Plan, build and optimise a live, responsive website — the foundation every campaign points back to.

WHAT YOU'LL LEARN

- Domain, hosting & website structure
- WordPress dashboard, themes & plugins
- Landing page design & conversion optimisation
- Website speed & mobile-friendly design
- Basic HTML & CSS
- Contact forms & blog management

TOOLS

WordPress, Elementor Pro,
Yoast / RankMath

LIVE MILESTONE

Launch a live, fully responsive website.

MODULE 03

Search Engine Optimization (SEO)

Learn to grow long-term organic traffic through keyword strategy, on-page, technical and off-page SEO.

WHAT YOU'LL LEARN

- Keyword research & search intent
- On-page SEO: titles, meta, headers, internal linking
- Technical SEO: sitemaps, Core Web Vitals, schema markup
- Off-page SEO: link building & local citations
- Advanced SEO: topical authority, AI Overviews, AEO/GEO

TOOLS

Semrush, Ahrefs, Screaming Frog

LIVE MILESTONE

Rank a real regional page on Page 1 of live Google Search.

MODULE 04

Google Ads (PPC)

Plan, launch and optimise paid search campaigns that generate measurable leads on a real budget.

WHAT YOU'LL LEARN

- Account setup & Keyword Planner
- Search, Display & Performance Max campaigns
- Shopping & YouTube Ads
- Bidding strategies & Quality Score
- Conversion tracking & ROI analysis

TOOLS

Google Ads Editor, Keyword Planner, Auction Insights

LIVE MILESTONE

Launch and optimise a funded local lead-generation campaign.

MODULE 05

Social Media Marketing

Build audiences and content systems across platforms that drive real engagement, not vanity metrics.

WHAT YOU'LL LEARN

- Facebook, Instagram, LinkedIn & YouTube marketing
- Content planning & Reels strategy
- Community management & analytics
- Organic growth & personal branding
- AI-assisted content planning

TOOLS

Canva Pro, Buffer / Hootsuite

LIVE MILESTONE

Plan and manage a 30-day cross-platform content calendar.

MODULE 06

Meta Ads Mastery

Run Facebook & Instagram ad campaigns end-to-end, from pixel setup to conversion optimisation.

WHAT YOU'LL LEARN

- Meta Business Manager & campaign objectives
- Audience research & lookalike targeting
- Pixel setup & conversion tracking
- Remarketing & dynamic ads
- Budget management & optimisation

TOOLS

Meta Business Suite, Ads Manager, Events Manager

LIVE MILESTONE

Launch a live conversion ad funnel with tracked cost-per-lead.

MODULE 07

Content Marketing

Write content that earns trust, supports SEO and converts — built around real search intent.

WHAT YOU'LL LEARN

- Content strategy & editorial calendars
- Blog writing & landing page copywriting
- SEO content optimisation
- AI-assisted content review
- Content repurposing across channels

TOOLS

Grammarly, BuzzSumo, Hemingway Editor

LIVE MILESTONE

Author a long-form content pillar optimised for search intent.

MODULE 08

AI for Digital Marketing

Use AI responsibly to speed up research, content creation and campaign workflows — without losing quality.

WHAT YOU'LL LEARN

- Prompt engineering fundamentals
- AI-assisted research & content creation
- AI image & creative tools
- Marketing automation workflows
- Responsible AI use in marketing

TOOLS

ChatGPT, Google Gemini, Claude, Zapier

LIVE MILESTONE

Deploy an automated AI pipeline for a routine marketing workflow.

MODULE 09

Email Marketing

Build segmented, automated email sequences that nurture leads into customers.

WHAT YOU'LL LEARN

- Email strategy & list segmentation
- Newsletter design & automation basics
- Drip sequences & lead nurturing
- Campaign performance metrics & spam compliance

TOOLS

Mailchimp, HubSpot, Brevo

LIVE MILESTONE

Build an opt-in lead sequence with a 25%+ open rate.

MODULE 10

Google Analytics 4 (GA4) & Tag Manager

Measure what's working — turn campaign data into decisions with clean tracking and reporting.

WHAT YOU'LL LEARN

- GA4 setup & event tracking
- User behaviour & path exploration
- Conversion & goal tracking
- Google Tag Manager & custom events
- Building executive dashboards

TOOLS

Google Analytics 4, Google Tag Manager, Looker Studio

LIVE MILESTONE

Build a clean executive dashboard that proves campaign ROI.

TOOLKIT

Tools You'll Work With

Hands-on experience with the same software agencies and in-house teams use every day.

Google Ads	Google Analytics 4	Google Search Console	Google Tag Manager
Keyword Planner	ChatGPT	Google Gemini	Claude AI
Canva	WordPress	Shopify	Ahrefs
Semrush	Screaming Frog	Looker Studio	PageSpeed Insights

CAREER OUTCOMES

Graduates move into roles such as Digital Marketing Executive, SEO Specialist, Google Ads Executive, Performance Marketer, Social Media Executive, Content Marketer, Digital Marketing Analyst, Freelancer, and Digital Marketing Agency Owner.

Digital Marketing Executive	SEO Specialist
Google Ads Executive	Performance Marketer
Social Media Executive	Content Marketer
Digital Marketing Analyst	Freelancer / Agency Owner

PORTFOLIO

Live Projects You'll Complete

Tricity Local SEO Project

Google Business Profile optimisation, local map 3-pack targeting, citation building.

Ecommerce Conversion Blueprint

Full site audit, schema markup, product page conversion rework.

Real Ad Budget Management

Live micro-budget search & social campaigns with cost-per-lead reporting.

WHO THIS COURSE IS FOR

Students & fresh graduates	Working professionals & career changers
Freelancers	Entrepreneurs
Small business owners	

Ready to start?

Book a free demo class or talk to our counsellor to plan your batch.

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