

● TECHFELIX ACADEMY

COMPLETE COURSE SYLLABUS

Social Media Marketing Course in Mohali

Facebook · Instagram · LinkedIn · YouTube · X · Meta Ads

8

Modules

65+

Topics

4+

Live Projects

15+

Platform Tools

PROGRAM OVERVIEW

Grow Brands with Practical Social Media Marketing Training

This is the complete, topic-by-topic syllabus for TechFelix Academy's Social Media Marketing Course in Mohali — every subject taught across the program, in the order it's delivered. Designed for students, entrepreneurs, freelancers and content creators who want to manage real accounts and run real Meta Ads campaigns, not just study platform theory.

8

Modules

65+

Topics

4+

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COURSE AT A GLANCE

Module 01 — Introduction to Social Media Marketing

Module 03 — Instagram Marketing

Module 05 — YouTube Marketing

Module 07 — Content Creation & AI Tools

Module 02 — Facebook Marketing

Module 04 — LinkedIn Marketing

Module 06 — Social Media Advertising

Module 08 — Analytics & Performance Optimization

MODULE 01

Introduction to Social Media Marketing

Understand the fundamentals of SMM and how different platforms support business growth.

WHAT YOU'LL LEARN

- What is social media marketing?
- Importance of social media for businesses
- Organic vs. paid marketing
- Social media trends
- Customer journey
- Brand positioning
- Audience research
- Social media strategy basics
- Platform landscape, including X (Twitter)

TOOLS

Concept-based module

PRACTICAL ACTIVITY

Analyse the social media presence of leading brands and identify what makes their strategy work.

MODULE 02

Facebook Marketing

Build a business presence on Facebook and create campaigns that generate leads.

WHAT YOU'LL LEARN

- Facebook Business Page setup
- Content planning
- Audience targeting
- Facebook Groups
- Community building
- Facebook Insights
- Lead generation strategies
- Best posting practices

TOOLS

Meta Business Suite

PRACTICAL ACTIVITY

Create and optimise a Facebook Business Page for a real or sample business.

MODULE 03

Instagram Marketing

Create content that attracts followers and drives business growth.

WHAT YOU'LL LEARN

- Instagram Business Profile setup
- Content strategy
- Reels marketing
- Stories & Highlights
- Carousel posts
- Hashtag strategy
- Influencer collaborations
- Instagram Insights

TOOLS

Meta Business Suite, Canva

PRACTICAL ACTIVITY

Develop a 30-day Instagram content calendar and engagement plan.

MODULE 04

LinkedIn Marketing

Build credibility, generate leads and grow a professional network on LinkedIn.

WHAT YOU'LL LEARN

- LinkedIn Profile optimisation
- Company Page management
- Personal branding
- B2B marketing
- Lead generation
- LinkedIn content strategy
- Networking techniques
- LinkedIn Analytics

TOOLS

LinkedIn Campaign Manager

PRACTICAL ACTIVITY

Optimise a LinkedIn profile and create a content strategy for a business.

MODULE 05

YouTube Marketing

Use video content to educate, engage and convert audiences.

WHAT YOU'LL LEARN

- YouTube Channel setup
- Video SEO basics
- Content planning
- YouTube Shorts
- Thumbnail optimisation
- Playlist management
- Audience retention
- YouTube Analytics

TOOLS

YouTube Studio

PRACTICAL ACTIVITY

Create a YouTube content strategy and optimise a video for search visibility.

MODULE 06

Social Media Advertising

Run paid advertising campaigns that reach the right audience and support business goals.

WHAT YOU'LL LEARN

- Meta Ads Manager
- Campaign objectives
- Audience targeting
- Budget management
- Ad creatives
- Lead generation campaigns
- Conversion campaigns
- A/B testing
- Campaign optimisation

TOOLS

Meta Ads Manager

PRACTICAL ACTIVITY

Create and optimise a Meta advertising campaign.

MODULE 07

Content Creation & AI Tools

Create engaging posts efficiently with the help of AI-powered tools.

WHAT YOU'LL LEARN

- Content planning
- Copywriting for social media
- Visual content design
- Canva basics
- AI content creation
- Caption writing
- Content calendar
- Brand storytelling
- User-generated content (UGC)

TOOLS

Canva, ChatGPT, Gemini

PRACTICAL ACTIVITY

Design a week's worth of branded content and captions for a business.

MODULE 08

Analytics & Performance Optimization

Measure what works and continuously improve strategy using data and insights.

WHAT YOU'LL LEARN

- Key Performance Indicators (KPIs)
- Reach & engagement metrics
- Audience insights
- Campaign reporting
- Google Analytics 4 (GA4)
- Looker Studio basics
- ROI measurement
- Performance improvement strategies

TOOLS

Google Analytics 4, Looker Studio

PRACTICAL ACTIVITY

Create a monthly social media performance report with actionable recommendations.

TOOLKIT

Tools You'll Work With

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

Meta Business Suite	Meta Ads Manager	LinkedIn Campaign Manager	YouTube Studio
Buffer	Hootsuite	Canva	Adobe Express
CapCut	ChatGPT	Gemini	Google Analytics 4
Looker Studio	Meta Insights	YouTube Analytics	LinkedIn Analytics

CAREER OUTCOMES

Social media skills are valuable across almost every industry — businesses actively hire people who can build presence, engage audiences and manage advertising campaigns.

Social Media Executive	Social Media Manager
Content Strategist	Community Manager
Meta Ads Specialist	Influencer Marketing Executive
Social Media Consultant	Freelance Social Media Manager

PORTFOLIO

Live Projects You'll Complete

Facebook Business Page	Create and optimise a Facebook Business Page for a real or sample business.
Instagram Content Calendar	Develop a 30-day Instagram content calendar and engagement plan.
LinkedIn Profile & Strategy	Optimise a profile and build a B2B content strategy for a business.
Meta Ads Campaign	Create and optimise a live Meta advertising campaign, targeting through A/B testing.

WHO THIS COURSE IS FOR

Students & fresh graduates

Working professionals

Business owners

Freelancers

Content creators & influencers

Marketing executives

E-commerce entrepreneurs

Ready to start?

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

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