

## ABOUT THE COURSE

With businesses increasingly shifting to online platforms, the demand for digital marketing professionals has surged across sectors. A 45-hour skilling course in Digital Marketing for arts and science students in Tamil Nadu equips them with essential skills in SEO, social media marketing, content strategy, and analytics. This course provides practical exposure to tools and techniques used in creating effective digital campaigns. As Tamil Nadu evolves as a hub for startups and SMEs, trained digital marketers can cater to the needs of these businesses, enhancing employment opportunities and fostering entrepreneurial success in the state's rapidly growing digital economy. and fostering entrepreneurial success in the state's rapidly growing digital economy.

<b>COURSE NAME:</b>	Foundations of Digital Marketing
<b>TOTAL DURATION:</b>	45 Hrs
<b>MODE OF DELIVERY</b>	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
<b>TRAINER TO STUDENT RATIO:</b>	1:50
<b>TOTAL MARKS:</b>	75

Table 1	
<b>OVERALL COURSE OBJECTIVE:</b>	<ol style="list-style-type: none"><li>1. Facilitate critical comprehension of digital marketing principles and foundational digital skills.</li><li>2. Develop analytical competencies in utilizing digital platforms and marketing technologies.</li><li>3. Empower learners to synthesize communication strategies using digital productivity tools.</li><li>4. Enable learners to construct digital campaigns demonstrating applied knowledge and innovation.</li></ol>

	5. Equip learners to evaluate and refine basic marketing strategies across digital touchpoints.
<b>LEARNING OUTCOME:</b>	1. Analyse core digital marketing ecosystems and foundational digital competencies. 2. Design and produce coherent digital content for diverse platforms. 3. Apply digital tools strategically to communicate, collaborate, and create digital outputs. 4. Construct beginner-level marketing campaigns integrating SEO, email, and social media tactics. 5. Evaluate digital engagement strategies and iterate solutions based on basic performance metrics.

<b>TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME</b>				
<b>SL.NO</b>	<b>MODULE NAME</b>	<b>MODULE CONTENT</b>	<b>MODULE LEARNING OUTCOME</b>	<b>DURATION (HRS)</b>
1	Conceptual Foundations of Digital Skills & Marketing	Paradigm shift from traditional to digital media; exploration of digital tools (Google Workspace, Canva, Zoom)	Interpret the evolution of digital systems and articulate the value of foundational tools for communication	6
2	Website Architecture & Content Synthesis	Website structure, blog composition, CMS navigation	Design content-driven web interfaces applying	6

		(WordPress/Blogger )	narrative structure and digital fluency	
3	Social Media Strategy & Identity Building	Branding principles, content strategy, platform algorithms (Facebook, Instagram, LinkedIn)	Formulate targeted social media content aligned with platform conventions and branding goals	8
4	Search Engine Optimization (SEO) Fundamentals	Keyword logic, metadata, content optimization techniques	Analyze search behaviour and engineer optimized content for visibility	6
5	Email Campaigns & Personalization Tactics	Segmentation, campaign setup (Mailchimp), performance analytics	Create structured, data-informed email campaigns with measurable objectives	6
6	Integrated Campaign Planning & Execution	Strategic alignment of objectives, channel selection, evaluation metrics	Construct comprehensive digital marketing strategies with measurable impact frameworks	8

**TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES**

LEARNING OUTCOME	ASSESSMENT CRITERIA	Performance Criteria	USE CASES
Analyze digital systems	Evaluate tool utility, cross-platform functions	Demonstrates discernment in tool selection and application	Comparative analysis of Gmail vs. Outlook in campaign communication
Design SEO-optimized content	Apply keyword research and meta tagging	Constructs web content aligned with SEO protocols	Create a keyword-rich blog on a trending topic
Formulate social media strategies	Apply audience targeting and platform logic	Aligns message tone, timing, and media format strategically	Develop a weekly cross-platform campaign for a startup
Engineer email marketing flows	Demonstrate personalization and analytics usage	Applies segmentation, optimizes for engagement metrics	Design an email series for customer onboarding
Construct a marketing campaign	Synthesize digital channels and KPIs	Plans, implements, and justifies campaign elements	Launch a campaign for an awareness event with evaluation indicators

TABLE 4: LIST OF FINAL PROJECTS (PROJECTS THAT COMPREHENSIVELY COVER ALL THE LEARNING OUTCOME)	
SL.NO	FINAL PROJECT
1	<b>Design a Multi-Day Social Media Campaign</b> Create a 7-day content calendar with posts tailored to different platforms and analyse expected engagement metrics.

2	<b>Develop a Personal Brand Portfolio Website</b> Use a CMS like WordPress or Wix to build a portfolio that includes SEO-friendly blog posts and multimedia elements.
3	<b>Launch an Email Marketing Funnel</b> Design and implement a 3-stage email campaign (awareness, engagement, conversion) using tools like Mailchimp or Brevo.
4	<b>Conduct a Competitive Digital Marketing Audit</b> Analyze two competitors' online presence (SEO, social, website) and present a SWOT analysis with recommendations.
5	<b>Create an SEO-Optimized Blog Series</b> Write a 3-part blog series targeting different long-tail keywords, complete with metadata and internal linking strategies.
6	<b>Execute a Cause-Driven Digital Campaign</b> Plan and launch a mini digital campaign (for a cause/nonprofit) integrating Canva creatives, hashtags, and calls-to-action.
7	<b>Build a Content Strategy for a Startup</b> Develop a 1-month digital content plan with platform-wise posting guidelines, tone of voice, and KPI tracking methods.
8	<b>Design a Cross-Platform Analytics Dashboard</b> Simulate campaign data in Google Sheets or Excel, and visualize KPIs (reach, engagement, CTR) using charts.
9	<b>Create a Visual Branding Kit</b> Design a consistent branding toolkit (logo, color palette, typography, sample posts) using Canva or Adobe Express.
10	<b>Pitch a Digital Marketing Plan to a Local Business</b> Prepare and present a 360-degree marketing proposal including audience targeting, budget, platforms, and KPIs.
11	<b>Curate a LinkedIn Optimization Strategy</b> Redesign a LinkedIn profile and create a content posting plan to enhance personal branding and engagement.
12	<b>Build a Social Media Persona Matrix</b> Develop user personas and map platform-specific behaviour, content preferences, and engagement techniques.

13	<b>Craft a Product Launch Strategy</b> Design a digital plan (pre-launch, launch, post-launch) for a hypothetical product including email and social campaigns.
14	<b>Produce an Educational Video Series</b> Script, record, and edit a 3-video digital tutorial series on a relevant topic (e.g., "Basics of Instagram Marketing").
15	<b>Create a Local SEO Strategy Guide</b> Optimize a Google Business profile mock-up and draft a blog with location-based keywords and backlink strategies.
16	<b>Design a Crisis Communication Plan</b> Simulate a social media crisis and develop a digital response strategy, escalation matrix, and audience engagement plan.
17	<b>Run a Survey-Based Market Research Project</b> Design a Google Form, gather data on digital habits, and present insights with visual analytics and campaign implications.
18	<b>Conduct an Email A/B Testing Simulation</b> Create two versions of a marketing email, hypothesize engagement differences, and interpret simulated analytics results.
19	<b>Build a Nonprofit Awareness Campaign</b> Partner with a social cause and develop digital deliverables: landing page mock-up, social media posters, and emails.
20	<b>Present a "Digital Detox" Awareness Campaign</b> Design an awareness campaign focusing on responsible tech use, integrating blog posts, infographics, and short videos.

<b>TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)</b>					
<b>ASSESSMENT CRITERIA</b>	<b>Learning Outcome</b>	<b>Fair (1–5)</b>	<b>Good (6–10)</b>	<b>Excellent (11–15)</b>	<b>TOTAL MARKS</b>
Execute a Social Media Campaign	Formulate data-informed engagement strategies	Minimal targeting or design logic	Moderate strategy with basic scheduling	Robust, targeted content aligned with objectives	15

Email Marketing Campaign	Construct strategic email workflows	Basic structure with limited engagement	Structured with tracking and minor personalization	Comprehensive segmentation and insight-driven execution	15
Digital Tool Proficiency	Apply and synthesize tools for content creation	Relies heavily on templates or guidance	Demonstrates operational understanding	Demonstrates creativity and functional mastery	15
Campaign Design & Execution	Integrate digital strategies and performance goals	Vague goals or channels	Coherent structure with basic KPIs	Strategic, measurable, cross-platform integration	15
Develop SEO-Structured Blog	Engineer searchable content assets	Lacks structure or SEO relevance	Relevant structure with keyword use	Fully optimized, engaging, well-structured content	15