

TELELINE ENTERPRISES

COURSE CURRICULUM (Basic / Intermediate / Advanced)

DIGITAL MARKETING 12 weeks | 9 modules | 46 lessons

BASIC LEVEL

Fundamentals, customer journey and research no prior marketing knowledge needed.

Module 1:

Digital Marketing Fundamentals (4 hours)

How the digital marketing landscape fits together and where each channel belongs.

- What digital marketing covers
- Channels, owned, earned and paid media
- Marketing objectives and KPIs
- Setting up your working accounts

Practical task: Map the channels a chosen local business is currently using.

Module 2:

Customer Journey (4 hours)

Understanding how buyers move from awareness to purchase and repeat.

- Awareness, consideration, decision
- Buyer personas
- Touchpoints and messaging
- Journey mapping exercise

Practical task: Build a customer journey map for one product.

Module 3:

Market Research (5 hours)

Finding real demand and understanding competitors before spending money.

- Research sources and methods
- Competitor analysis
- Demand and keyword signals
- Documenting research findings

Practical task: Assignment: a one-page market research summary.

INTERMEDIATE LEVEL

Hands-on channel execution: content, search, social advertising and email.

Module 1:

Content Marketing (6 hours)

Planning and producing content that supports each stage of the journey.

- Content types and formats
- Content calendars
- Copywriting basics
- Content distribution

Practical task: Produce a 4-week content calendar.

Module 2:

Search Engine Marketing (7 hours)

Structuring, launching and managing paid search campaigns.

- Google Ads account structure
- Keyword match types
- Ad copy and extensions
- Bidding and budgets

Practical task: Build a search campaign in a training account.

Module 3:

Social Media Advertising (6 hours)

Running paid campaigns on Meta platforms with proper targeting.

- Meta Ads Manager tour
- Campaign objectives
- Audiences and creatives
- Testing ad variations

Practical task: Case study: review and rebuild a weak ad set.

Module 4:

Email Marketing (5 hours)

Building lists and automated sequences that stay compliant.

- List building and consent
- Sequence design

- Subject lines and copy
- Deliverability basics

Practical task: Write a 4-email welcome sequence.

ADVANCED LEVEL

Analytics, strategy, optimisation and a full campaign project.

Module 1:

Google Analytics & Reporting (7 hours)

Measuring performance and turning data into decisions.

- Analytics setup and events
- Traffic and conversion reports
- Attribution basics
- Building a reporting dashboard

Practical task: Produce a monthly performance report.

Module 2:

Campaign Planning & Strategy (6 hours)

Combining channels into one coherent, budgeted strategy.

- Objectives and budget allocation
- Channel mix planning
- Offer and funnel design
- Risk and testing plan

Practical task: Draft a full quarterly marketing strategy.

Module 3:

Final Campaign Project (10 hours)

A complete, portfolio-ready campaign built and presented end to end.

- Brief and research
- Creative and landing assets
- Campaign build
- Results presentation

Practical task: Final project: present a complete campaign with measurement plan.

Have questions about our Training Programs or need more details before getting started?

Our Academy support team is available to provide the right information and guidance for your needs.

Whether you need Fee details, installment plan and other information, or assistance with your requirements, we are here to help.

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