Digital Marketing & Income Skills

Tagline: Skill sikho, income shuru karo — with ethics, creativity & confidence.

Course Objective:

This 30-hour course helps students learn practical digital marketing skills to start earning through freelancing, jobs, or small businesses.

Course Structure:

30 Sessions × 60 minutes (Online Practical Learning)

Modules Covered:

1. Foundation & Mindset

2. AI Tools & Content Creation

3. Website & SEO

4. Social Media Marketing

5. Paid Ads & Earning

6. Email Marketing & Analytics

7. Affiliate Marketing & Cyber Safety

Key Skills You Will Learn:

• Create social media pages

• Design posts using Canva

• Build a basic website

• Run ads with small budget

• Use AI tools for content

• Understand customer psychology

• Start freelancing or earning

Outcome:

Students will be able to start earning through digital marketing by working with small businesses or online platforms.