

STUDY PLAN

Date	Day	Domain	Module no	Module Name	Session No	Session Title	Session Type	Duration (hrs)	Learning Outcomes	Case Study (In-Class)	Demo Labs (In-Class)	Assignment / Task (At Home)	Mini Project	Tools / Platforms	Self-Paced Component	Mandatory Quiz (Y/N)	Delivery Mode
27-Jun-2026					1	Founder's Session	Live	1.5									
28-Jun-2026					2	Orientation Session	Live	1.5									
4-Jul-2026	Saturday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	3	Introduction to Digital Marketing	Live	3	<ul style="list-style-type: none"> Definition and evolution of digital marketing Digital vs. Traditional Marketing approaches Current digital landscape in India and globally 	Zomato's Digital Transformation (Indian)	-	-					Live
5-Jul-2026	Sunday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	4	Digital Marketing Ecosystem	Live	3	<ul style="list-style-type: none"> Key components of the digital marketing ecosystem Major platforms and channels overview Digital marketing roles and team structures 	Airbnb's Platform Integration (International)	-	-					Live
8-Jul-2026	Wednesday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	5	Digital Marketing Strategy	Live	3	<ul style="list-style-type: none"> Core digital marketing principles Setting SMART digital marketing objectives Target audience identification 	Nike's Digital Strategy Framework (International)	-	-					Live
9-Jul-2026	Thursday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	6	Target Audience Identification	Live	3	<ul style="list-style-type: none"> Creating basic buyer personas Demographic and psychographic segmentation Understanding basic online behavior patterns 	Cult.fit's Audience Targeting Strategy	-	-				Quiz 1	Live
11-Jul-2026	Saturday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	7	Digital Marketing Channels Overview	Live	3	<ul style="list-style-type: none"> Search engines, display advertising, social media Email, mobile marketing, and content marketing Channel selection based on business objectives 	CRED's Multi-channel Marketing Approach (Indian)	-	-					Live
12-Jul-2026	Sunday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	8	Content Marketing Fundamentals	Live	3	<ul style="list-style-type: none"> Content types and formats across platforms Content creation and curation strategies Content calendars and management 	Red Bull's Content Marketing Strategy (International)	-	-					Live

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15-Jul-2026	Wednesday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	9	Digital Consumer Behavior	Live	3	<ul style="list-style-type: none"> Understanding online consumer psychology Digital customer journey mapping Decision-making process in digital environments UX fundamentals for marketers Mobile-first experience design Reducing friction in digital touchpoints 	Amazon's Customer-Centric Approach (International)	-	-					Live
16-Jul-2026	Thursday	GenAI	Module 1	Module 1: Introduction To Digital Marketing Strategy	10	GenAI Landscape & Tool Stack	Live	3	<ul style="list-style-type: none"> Overview of GenAI in marketing: impact and opportunities Key tool categories: text, image, automation, and design Hands-on setup: ChatGPT, Claude, DALL-E, Midjourney, Canva AI, Zapier Exploring marketing use cases for each tool 	Swiggy's use of GenAI for viral social campaigns	-	-	Tool login, basic prompt demo using ChatGPT and Canva AI				Live
18-Jul-2026	Saturday	Core	Module 1	Module 1: Introduction To Digital Marketing Strategy	11	Module 1 Debriefing Session	Live	3	<ul style="list-style-type: none"> Review of key concepts Q&A discussion Application exercises Initial capstone project ideation 		-	-	Capstone project Milestone 1			Quiz 2	Live
19-Jul-2026	Sunday	Core	Module 2	Module 2: Digital Marketing Metrics	12	Introduction to Analytics & GA Fundamentals	Live	3	<ul style="list-style-type: none"> Importance of data-driven marketing Analytics platforms overview Setting up tracking foundations Google Analytics interface and setup Key reports and navigation Custom dashboard creation 	Myntra's Data-Driven Decision Making (Indian) Booking.com's Analytics Implementation (International)	-	-					Live
22-Jul-2026	Wednesday	Core	Module 2	Module 2: Digital Marketing Metrics	13	Traffic and Engagement Metrics Analysis	Live	3	<ul style="list-style-type: none"> Website traffic sources and channels Geographic and demographic data Device and technology metrics Bounce rate, time on site, pages per session 	MakeMyTrip's Traffic Analysis Strategy (Indian) Spotify's Engagement Measurement (International)	-	-					Live

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									<ul style="list-style-type: none"> • Scroll depth and heat mapping • Event tracking for user interactions 								
23-Jul-2026	Thursday	Core	Module 2	Module 2: Digital Marketing Metrics	14	Conversion Metrics, Revenue and ROI Metrics	Live	3	<ul style="list-style-type: none"> • Defining conversion goals and events • Funnel visualization and analysis • Abandonment tracking and analysis • Customer acquisition cost (CAC) • Lifetime value calculation (LTV) • Return on ad spend (ROAS) 	BigBasket's Conversion Optimization (Indian) Dollar Shave Club's ROI Framework (International)	-	-				Quiz 3	Live
25-Jul-2026	Saturday	Core	Module 2	Module 2: Digital Marketing Metrics	15	Data Interpretation and Visualization	Live	3	<ul style="list-style-type: none"> • Identifying meaningful patterns in data • Creating simple marketing dashboards • Data-based decision making frameworks • Basic data visualization principles • Communicating metrics to stakeholders 	Netflix's Data Visualization Approach (International)	-	-					Live
26-Jul-2026	Sunday	Core	Module 2	Module 2: Digital Marketing Metrics	16	Module 2 Debriefing Session	Live	3	<ul style="list-style-type: none"> • Review of key metrics concepts • Analysis case studies discussion • Troubleshooting common analytics issues • Capstone project metrics planning 		-	-					Live
29-Jul-2026	Wednesday	GenAI	Module 2	Module 2: Digital Marketing Metrics	17	Prompt Engineering Fundamentals	Live	3	<ul style="list-style-type: none"> • Understanding large language models • Prompt structure and formatting essentials • Brand tone alignment and prompt testing • Prompt tuning and iteration exercises 	Prompt structure impact on content tone and conversion	-	-	Create 10 marketing prompts for one brief; compare results				Live
30-Jul-2026	Thursday	GenAI	Module 2	Module 2: Digital Marketing Metrics	18	Advanced Prompting & Templates	Live	3	<ul style="list-style-type: none"> • Role-based prompting for marketers • Zero-shot vs. few-shot prompting • Chain-of-thought and system prompts 	Real-world examples of prompt frameworks in agency settings	-	-	Build and test 5 prompt templates across 2 GenAI tools				Live

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									• Building prompt templates for campaigns, blogs, ads								
1-Aug-2026	Saturday	Core	Module 3	Module 3: Website Development Collaboration	19	Web Design Fundamentals + UX basics	Live	3	Basic design principles for websites Color theory and typography basics Mobile-first design introduction Domain name, hosting and building website UX fundamentals for marketers Website navigation best practices Form design basics	Flipkart's Website Design Evolution (Indian) Airbnb's UX/UI Strategy (International)	-	-				Quiz 4	Live
2-Aug-2026	Sunday	Core	Module 3	Module 3: Website Development Collaboration	20	Content Management Systems	Live	3	Basic CMS platforms comparison WordPress fundamentals Simple site structure planning Website customization Walkthrough of Wordpress dashboard Plugins and other features demo	TataCLiQ's CMS Implementation (Indian)	-	-					Live
5-Aug-2026	Wednesday	Core	Module 3	Module 3: Website Development Collaboration	21	Landing Page & Conversion Rate Optimization (CRO)	Live	3	Landing page core elements Basic conversion principles Simple A/B testing introduction CRO techniques	PayTM's Landing Page Strategy (Indian) Amazon's CRO Program	-	-					Live
6-Aug-2026	Thursday	GenAI	Module 3	Module 3: Advanced Website Development Collaboration	22	E-commerce & Landing Pages	Live	3	• AI-generated product descriptions • Landing page testing via prompt variants • Product recommendation strategy using GenAI	Myntra's catalog & conversions	-	-	Generate 5 product listings and 2 landing page variants using AI				Live
8-Aug-2026	Saturday	Core	Module 3	Module 3: Website Development Collaboration	23	Website Analytics Implementation	Live	3	Google Tag Manager setup Event tracking configuration Conversion tracking setup	MakeMyTrip's Analytics Implementation (Indian)	-	-					Live
9-Aug-2026	Sunday	Core	Module 3	Module 3: Website Development Collaboration	24	Intro to SEO and On-Page SEO Techniques	Live	3	Pillars of SEO SEO basics Title tags and meta descriptions Heading structure and content optimization	Nykaa's On-Page SEO Strategy (Indian)	-	-					Live

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									Image optimization for search								
12-Aug-2026	Wednesday	Core	Module 3	Module 3: Website Development Collaboration	25	Keyword Research and Implementation	Live	3	Keyword research tools and techniques Search intent analysis Strategic keyword placement	Urban Company's Keyword Strategy (Indian)	-	-					Live
13-Aug-2026	Thursday	Core	Module 3	Module 3: Website Development Collaboration	26	Technical SEO Basics + Off Page SEO Basics	Live	3	Tech SEO basics & optimization Site speed optimization Mobile friendliness factors Structured data basics Off-page SEO basics	Walmart's Technical SEO Approach (International)	-	-				Quiz 5	Live
15-Aug-2026	Saturday	GenAI	Module 3	Module 3: Website Development Collaboration	27	SEO & Content Strategy with GenAI	Live	3	<ul style="list-style-type: none"> Keyword research using ChatGPT and Claude Blog generation and optimization prompts AI-generated content calendars Cross-platform content repurposing using AI 	Tata CliQ's use of AI to scale SEO blogs and social posts	-	-	Generate blog + repurposed social version using AI				Live
16-Aug-2026	Sunday	Core	Module 3	Module 3: Advanced Website Development Collaboration	28	Ecommerce Website Development + AI tools for Website Development	Live	3	Walkthrough of Shopify Store and Woocommerce platforms for ecommerce website designing Walkthrough of various AI tools for website development, Website Copywriting, Product Photoshoots, etc.		-	-					Live
19-Aug-2026	Wednesday	GenAI	Module 3	Module 3: Website Development Collaboration	29	Visual & Video Content Creation with GenAI	Live	3	<ul style="list-style-type: none"> Prompting for visuals: Canva AI, DALL-E, Midjourney AI video creation using Runway, HeyGen, InVideo Style alignment and brand consistency A/B testing visual and video variants 	Myntra's integrated visual and video approach	-	-	Create 2 social media graphics and 1 short video using AI tools				Live
20-Aug-2026	Thursday	GenAI	Module 3	Module 3: Advanced Website Development Collaboration	30	Integrated Campaign Simulation + DCS	Live	3	<ul style="list-style-type: none"> Run an end-to-end GenAI marketing campaign Synthesize strategy, prompts, content, and visuals Peer review and troubleshooting with mentor feedback 	Multi-touch campaign buildout	-	-	Design and run a mini GenAI marketing campaign				Live

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22-Aug-2026	Saturday	Core	Module 3	Module 3: Website Development Collaboration	31	Module 3 Debriefing Session	Live	3	Website fundamentals review SEO checklist development Q&A session Course project website planning		-	-	Capstone Milestone 2				Live
23-Aug-2026	Sunday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	32	Social Media Strategy Basics & Content Calendar Development	Live	3	Platform selection fundamentals Setting basic social media goals Simple content planning Basic content pillars Simple calendar creation Content mix planning	Swiggy's Social Media Strategy Oreo's Content Calendar Approach	-	-				Quiz 6	Live
26-Aug-2026	Wednesday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	33	Instagram & Facebook Marketing & Analytics	Live	3	IG and FB Profile optimization Basic feed and Stories content strategy Simple engagement tactics Community building	Taj Hotels' Instagram Strategy Coca-Cola's Facebook Approach	-	-					Live
27-Aug-2026	Thursday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	34	LinkedIn Marketing & Analytics	Live	3	Profile vs. company page setup Basic B2B content approaches Simple networking strategies Personal Branding Lead Generation Techniques	TCS's LinkedIn Strategy	-	-					Live
29-Aug-2026	Saturday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	35	YouTube Marketing & Analytics	Live	3	YouTube Channel Optimization & SEO YouTube Content Strategy YouTube Monetization Strategies YouTube Tools (VidIQ, TubeBuddy)	Byju's YouTube Ad Strategy (Indian)	-	-					Live
30-Aug-2026	Sunday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	36	X, Pinterest, Snapchat & TikTok Marketing & Analytics	Live	3	X, Pinterest, Snapchatt & TikTok profile optimization Basic content formats and strategy	Wendy's X Strategy	-	-				Quiz 7	Live
2-Sep-2026	Wednesday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	37	WhatsApp & SMS Marketing Basics	Live	3	WhatsApp Business setup Broadcast list management WhatsApp Marketing Strategies Whatsapp API and Automations	Lenskart's WhatsApp Strategy MakeMyTrip's SMS Strategy	-	-					Live

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									Simple messaging strategies SMS campaign planning Compliance fundamentals Integration with other channels								
3-Sep-2026	Thursday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	38	OTT Platform Marketing & Audience Targeting	Live	3	Basics of OTT platform organic marketing strategies OTT audience targeting OTT paid marketing strategies eg. Hotstar Ads Manager, JioAds, or programmatic buying via DSPs		-	-					Live
5-Sep-2026	Saturday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	39	Amazon & Marketplace Optimization Strategies	Live	3	Amazon and marketplaces organic marketing and optimization strategies Amazon conversion tools Amazon Ads		-	-					Live
6-Sep-2026	Sunday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	40	Email Marketing Strategy	Live	3	Email's role in the marketing mix List building techniques Database segmentation strategies Email Journey Types of Emails	Nykaa's Email Marketing Strategy (Indian)	-	-					Live
9-Sep-2026	Wednesday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	41	Email Design and Automation	Live	3	Email design best practices Subject line optimization Automation workflow development Walkthrough of Mailchimp or GetResponse	Starbucks' Email Personalization (International)	-	-					Live
10-Sep-2026	Thursday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	42	Email Analytics and Optimization	Live	3	Performance metrics analysis A/B testing methodology Campaign optimization techniques	Amazon's Email Analytics (International)	-	-					Live
12-Sep-2026	Saturday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	43	Lead Scoring & Nurturing Strategies	Live	3	Behavioral and demographic lead scoring models Assigning weights to actions (page visits, clicks, downloads) Setting thresholds for MQL → SQL transitions Nurturing tracks based on lead stage or persona		-	-					Live

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									Progressive profiling and dynamic content in emails CRM-based automation rules Measuring lead quality and conversion velocity								
13-Sep-2026	Sunday	Core	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	44	Module 4 Debriefing Session	Live	3	Social media campaign analysis Email marketing troubleshooting Platform-specific Q&A Capstone project social and email strategy development		-	-				Quiz 8	Live
16-Sep-2026	Wednesday	GenAI	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	43	Email & Messaging Campaigns with AI	Live	3	<ul style="list-style-type: none"> Email subject line and body creation with ChatGPT Sequencing and nurture flow writing using Claude WhatsApp message generation using conversational tone prompts Basic personalization and dynamic tokens in copy 	Zomato's personalized engagement using AI	-	-	Write 5-part email sequence using GenAI				Live
17-Sep-2026	Thursday	GenAI	Module 4	Module 4: Social Media, Email, WhatsApp, OTT & Ecommerce Channel Marketing	44	Social Media & Ad Copywriting with GenAI	Live	3	<ul style="list-style-type: none"> Writing for Meta, LinkedIn, Twitter using ChatGPT Ad variation prompts for copy + CTAs A/B test scenarios and creative hooks using Claude Carousel and caption generation using GenAI 	Flipkart's ad variant testing across campaigns	-	-	Create ad copy and carousel captions for a sample product				Live
19-Sep-2026	Saturday	Core	Module 8	Module 8 - Career Assistance		ET1			ET1		-	-					
			Module 8	Module 8 - Career Assistance		English Proficiency - Grammar and Comprehension	Self - Paced		<ul style="list-style-type: none"> Grammar - Tenses, Verbs, Subject Ver agreement Reading Comprehension Voice and Narration 		-	-	Complete the British Council Core Test and Writing Test and share scores.				Self - Paced
26-Sep-2026	Saturday	Core	Module 8	Module 8 - Career Assistance	45	Communication Skills for Digital Marketers	Live	3	<ul style="list-style-type: none"> Importance of Communication in Digital Marketing Effective Copywriting & Messaging Across Channels Email Etiquette and Client Communication 	Analyze customer communication styles in successful brand campaigns: — What tone do they use (friendly, authoritative, humorous)?	-	-					Live

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									<ul style="list-style-type: none"> Overcoming Digital Noise & Message Fatigue 	<ul style="list-style-type: none"> How do they handle negative feedback or complaints on social media/email? How do they use storytelling to build brand trust? 							
27-Sep-2026	Sunday	Core	Module 8	Module 8 - Career Assistance	46	Communication Skills for Digital Marketers	Live	3	<ul style="list-style-type: none"> Writing Persuasive Marketing Emails Storytelling in Brand and Content Marketing 	Campaign tone and messaging analysis from top brands (e.g. Apple, Zomato, Dove)	-	-	Create a messaging guide and email sequence for a mock product launch				Live
30-Sep-2026	Wednesday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	47	Google Ads Fundamentals	Live	3	Account structure best practices Campaign types overview Budget planning and management	MakeMyTrip's Google Ads Strategy (Indian)	-	-					Live
1-Oct-2026	Thursday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	48	Search Ads Strategy	Live	3	Keyword research for paid search Ad copy development Quality Score optimization	Booking.com's Search Ads Approach (International)	-	-					Live
3-Oct-2026	Saturday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	49	Google Display Network + Remarketing on Google Ads	Live	3	Display targeting options Banner ad design principles Placement optimization Remarketing audience creation Cross-platform remarketing Sequential messaging development	Policy Bazaar's Display Strategy (Indian) FirstCry's Remarketing Approach (Indian)	-	-					Live
4-Oct-2026	Sunday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	50	Shopping Ads: Dynamic Ads & Product Feeds + YouTube Ads (Video Ads)	Live	3	Google Merchant Centre Product feed creation and management Dynamic ad templates Catalog setup and optimization Video ad formats Targeting options on YouTube Video ad creation tips	Wayfair's Dynamic Ads Strategy (International) Byju's YouTube Ad Strategy (Indian)	-	-					Live
7-Oct-2026	Wednesday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	51	Meta Ads Platform Basics	Live	3	Facebook Business Manager setup Meta Pixel and Events Manager Setup Campaign objective	Myntra's Meta Ads Overview (Indian)	-	-				Quiz 9	Live

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									selection Budget and schedule planning								
8-Oct-2026	Thursday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	52	Facebook & Instagram Ad Creation, Targeting and Optimization	Live	3	Ad formats across platforms Creative best practices A/B testing framework Audience types and creation Custom and lookalike audiences Detailed targeting options Retargeting on Meta	Dove's Facebook Creative Strategy (International) Cult.fit's Audience Strategy (Indian)	-	-					Live
10-Oct-2026	Saturday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	53	Ad Copywriting Campaign Tracking and Attribution	Live	3	Ad copy frameworks for different platforms Visual design principles for ads Creative testing methodologies UTM parameter implementation Attribution model types and selection Cross-platform tracking	OYO's Ad Creative Evolution (Indian) Uber's Attribution Modeling (International)	-	-					Live
11-Oct-2026	Sunday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	54	Emerging Ad Platforms Walkthrough	Live	3	LinkedIn, Twitter, Snapchat, TikTok ads Platform selection criteria Cross-platform campaign integration Walkthrough of LinkedIn and Twitter Ads/Campaign Manager	Chipotle's TikTok Campaign Strategy (International)	-	-					Live
14-Oct-2026	Wednesday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	55	Debriefing Session	Live	3	Campaign performance analysis workshop Ad optimization strategies discussion ROI calculation practice Q&A Capstone project paid media strategy development		-	-				Quiz 10	Live
15-Oct-2026	Thursday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	56	Affiliate Marketing Fundamentals	Live	3	Affiliate Marketing Fundamentals The Affiliate Marketing Ecosystem Types of Affiliate Programs Compensation & Monetization Models Types of Affiliates (Influencers, Bloggers, Deal Sites, etc.)	Amazon India's Affiliate Program (Indian)	-	-					Live

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									Affiliate Networks & Platforms Benefits and Challenges of Affiliate Marketing								
17-Oct-2026	Saturday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	57	Affiliate Partner Selection and Program Management	Live	3	Setting Up an Affiliate Program (as a Merchant/Brand) Recruiting & Onboarding Affiliates Affiliate strategies for affiliates Affiliate content strategies & guidelines Affiliate Tracking Technologies (Cookies, Pixel, Postback, Fingerprint) Affiliate Program Policies and Terms Creating and Managing Affiliate Assets Affiliate Analytics and Performance Tracking Tools for Managing Affiliate Relationships	Myntra's Affiliate Partner Strategy (Indian) Booking.com's Affiliate Management (International) MagicBricks' Affiliate Content (Indian)	-	-					Live
18-Oct-2026	Sunday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	58	Affiliate Tools & Tracking	Live	3	Affiliate networks comparison Tracking technologies implementation Affiliate fraud and prevention measures Affiliate softwares Affiliate Events Integating influencers as affiliates	MakeMyTrip's Affiliate Tracking (Indian) Expedia's Global Affiliate Program (International)	-	-					Live
21-Oct-2026	Wednesday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	59	Influencer Marketing Strategy	Live	3	Influencer marketing in the marketing mix Campaign objective setting Budget planning and ROI expectations Influencer categories and tiers Evaluation criteria and vetting process Audience alignment analysis Compensation models	Sugar Cosmetics' Influencer Strategy (Indian)	-	-					Live
22-Oct-2026	Thursday	Core	Module 5	Module 5: Performance	60	Influencer Marketing Deepdive	Live	3	Influencer outreach strategies	Mamaearth's Influencer Selection	-	-					Live

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				Marketing, Paid Ads & Affiliate Marketing					<ul style="list-style-type: none"> Influencer marketing tech and tools Integrating influencers as Affiliates Campaign brief components Creative direction balancing Content guidelines and parameters Campaign brief components Creative direction balancing Content guidelines and parameters Legal & compliance Contract development Monetary terms and conditions KPIs for different campaign types Performance tracking methodologies Attribution challenges and solutions 	<ul style="list-style-type: none"> (Indian) BoAt's Influencer Partnerships (Indian) Daniel Wellington's Brief Strategy (International) FTC Cases on Influencer Marketing (International) Gymshark's Influencer Measurement Framework 							
24-Oct-2026	Saturday	Core	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	61	Debriefing Session	Live	3	<ul style="list-style-type: none"> Q & A Capstone Milestone 2 Submission Closing Date + Capstone Milestone 3 Debriefin 		-	-	Capstone Milestone 3			Quiz 11	Live
25-Oct-2026	Sunday	GenAI	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	62	Performance Marketing + Dashboards	Live	3	<ul style="list-style-type: none"> GenAI for audience targeting & ad testing Creating dashboards & report summaries ROAS, CTR & LTV forecasting with AI 	HDFC and Indian retail brand dashboards	-	-	Create a performance report with AI-generated insights				Live
28-Oct-2026	Wednesday	GenAI	Module 5	Module 5: Performance Marketing, Paid Ads & Affiliate Marketing	63	GenAI Marketing Automation Workflows	Live	3	<ul style="list-style-type: none"> Zapier/Make for content & lead workflows Multi-tool automation flow setup AI-generated response systems 	HDFC's cross-platform automation	-	-	Create one complete automation sequence using GenAI tools				Live
29-Oct-2026	Thursday	Core	Module 8	Module 8 - Career Assistance	64	Resume Building	Live	3	<ul style="list-style-type: none"> Types of Interviews in Marketing Sector (HR, Technical, Behavioral) Importance of Knowing the Company Crafting a Compelling Cover Letter Common Mistakes in DM Resumes 		-	-	Create or Update your Resume in Shared Template				Live

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									<ul style="list-style-type: none"> Dos and donts in creating or updating your resume 								
31-Oct-2026	Saturday	Core	Module 8	Module 8 - Career Assistance	65	Linkedin Profile Optimisation	Live	3	<ul style="list-style-type: none"> Linkedin Profile Optimization - Dos and donts Using LinkedIn for Job Hunting Updating your LinkedIn Profile in Class 		-	-					Live
			Module 8	Module 8 - Career Assistance		Interview Preparation	Self - Paced		<ul style="list-style-type: none"> Common Interview Questions and How to Answer Them What is a Group Discussion and how to handle them? 		-	-					Self - Paced
1-Nov-2026	Sunday	Core	Module 6	Module 6: Ecommerce, Growth Hacking & Sales Funnels	66	Ecommerce Business Models and Go To Market Strategies	Live	3	<ul style="list-style-type: none"> Types of Ecom Business Models B2B, B2C, D2C, C2C, Subscription, Marketplace, Dropshipping Revenue models: subscription, freemium, marketplace, dropshipping, private label Product-Market Fit and Validation GTM strategy frameworks (Who, What, Where, How) Channel mix: own store, marketplace, social commerce Launch plan: pre-launch, launch, post-launch tactics Case studies of successful GTM strategies 	Myntra's Platform Strategy (Indian)	-	-					Live
4-Nov-2026	Wednesday	Core	Module 6	Module 6: Ecommerce, Growth Hacking & Sales Funnels	67	Store Design, UX & Checkout Optimization	Live	3	<ul style="list-style-type: none"> Principles of high-converting e-commerce design Mobile-first design and site speed best practices Product page UX (images, descriptions, reviews, CTAs) Navigation, filters, and user-friendly layout Checkout flow best practices: guest checkout, auto-fill, trust badges Cart abandonment tactics 	IKEA's Product Page Strategy (International) Myntra's catalog & conversions Flipkart's Checkout Evolution (Indian)	-	-					Live

Date	Day	Domain	Module no	Module Name	Session No	Session Title	Session Type	Duration (hrs)	Learning Outcomes	Case Study (In-Class)	Demo Labs (In-Class)	Assignment / Task (At Home)	Mini Project	Tools / Platforms	Self-Paced Component	Mandatory Quiz (Y/N)	Delivery Mode	
									(exit popups, retargeting, emails)									
5-Nov-2026	Thursday	Core	Module 6	Module 6: Ecommerce, Growth Hacking & Sales Funnels	68	Ecommerce Acquisition, Conversion, Retention & Loyalty Strategies +Sales Funnels	Live	3	Ecom Acquisition, Conversions, Retention & Loyalty Strategies Sales funnel mapping Webinar, Event & High-Ticket Sales Funnels Top & middle funnel strategies Bottom of funnel conversion strategies	PolicyBazaar's Funnel Mapping (Indian) Unacademy's Funnel Strategy (Indian) Urban Company's Conversion Strategy (Indian) Starbucks' Loyalty Program (International)	-	-					Live	
7-Nov-2026	Saturday	Core	Module 6	Module 6: Ecommerce, Growth Hacking & Sales Funnels	69	Ecommerce Analytics & Growth Hacking	Live	3	E-commerce specific metrics Shopping behavior analysis Product performance tracking Growth hacking vs. traditional marketing Rapid experimentation framework North Star Metric identification	Nykaa's E-commerce Analytics (Indian) Spotify's Growth Hacking Approach (International) Dropbox's Growth Hacks (International)	-	-						Live
8-Nov-2026	Sunday	Core	Module 6	Module 6: Ecommerce, Growth Hacking & Sales Funnels	70	Debriefing Session	Live	3	&A Capstone Milestone 3 Submission Closing Date + Capstone Milestone 4 Debriefing		-	-	Capstone Milestone 4			Quiz 12		Live
11-Nov-2026	Wednesday	GenAI	Module 6	Module 6: Ecommerce, Growth Hacking & Sales Funnels	71	Capstone Build Session	Live	3	<ul style="list-style-type: none"> • Create a GenAI-powered campaign from scratch • Apply tools: ChatGPT, Canva, Claude, Zapier, DALL-E • Structure brief to execution 	Portfolio-ready campaign design	-	-	Build out your capstone project assets					Live
12-Nov-2026	Thursday	Core	Module 7	Module 7: Programmatic Ad Buying & Marketing Management and Crisis Management	72	Programmatic Advertising	Live	3	Programmatic Media Buying Ecosystem DSP and DMP integration Programmatic direct vs. open exchange Overview of DV360	The Trade Desk's Programmatic Approach	-	-						Live
14-Nov-2026	Saturday	Core	Module 7	Module 7: Programmatic Ad Buying & Marketing	73	Online Reputation Management	Live	3	ORM Strategies Monitoring brand mentions (Google Alerts, Brand24, Mention) Managing reviews on	Netflix's Advanced User Journey Mapping Hotstar's Data-Driven Strategy	-	-						Live

Date	Day	Domain	Module no	Module Name	Session No	Session Title	Session Type	Duration (hrs)	Learning Outcomes	Case Study (In-Class)	Demo Labs (In-Class)	Assignment / Task (At Home)	Mini Project	Tools / Platforms	Self-Paced Component	Mandatory Quiz (Y/N)	Delivery Mode
				Management and Crisis Management					<ul style="list-style-type: none"> platforms (Google, Trustpilot, Amazon, Glassdoor) Responding to negative feedback professionally SEO for reputation management Leveraging UGC, testimonials, influencers & earned media Social listening and sentiment analysis Influencer and PR collaboration to shape perception Building thought leadership via blogs and LinkedIn ORM for executives/founders (personal branding + media hygiene) ORM KPIs: sentiment score, review rating trends, brand share of voice 	Reliance Retail's Omnichannel Strategy							
15-Nov-2026	Sunday	Core	Module 7	Module 7: Programmatic Ad Buying & Marketing Management and Crisis Management	74	Crisis Management and Brand Protection	Live	3	<ul style="list-style-type: none"> Crisis Detection & Early Warning Systems Crisis Response Framework Post-Crisis Analysis & Reputation Recovery Identifying crisis types (product failure, PR scandal, data breach) Preparing a crisis communication plan (who says what, when, and how) Stakeholder mapping (customers, media, investors, employees) Creating holding statements and FAQs in advance Real-time social media monitoring during crises Brand protection through trademarks, domain monitoring, and impersonation detection Crisis management KPIs: response time, sentiment 	IKEA's AR Innovation							Live

Date	Day	Domain	Module no	Module Name	Session No	Session Title	Session Type	Duration (hrs)	Learning Outcomes	Case Study (In-Class)	Demo Labs (In-Class)	Assignment / Task (At Home)	Mini Project	Tools / Platforms	Self-Paced Component	Mandatory Quiz (Y/N)	Delivery Mode
									shift, brand trust recovery rate								
18-Nov-2026	Wednesday	Core	Module 7	Module 7: Programmatic Ad Buying & Marketing Management and Crisis Management	75	Debriefing Session	Live	3	Capstone Milestone 4 Submission Closing Date + Final prep, query resolution and instructions for the capstone project presentation	Myntra's Advanced Analytics Implementation	-	-	Capstone Milestone 4 Submission deadline			Quiz 13	Live
19-Nov-2026	Thursday	Core	Module 8	Module 8 - Capstone Presentations	76	Capstone Presentations	Live	3	• Present GenAI campaign assets • Peer + mentor feedback • Final revisions for showcase portfolio		-	-	Live campaign walkthrough + peer review				Live
21-Nov-2026	Saturday	Core	Module 8	Module 8 - Capstone Presentations	77	Portfolio Finalization + Wrap-up DCS	Live	3	• Finalize all campaign assets • Build prompt library & personal GenAI workflow • Final Q&A, troubleshooting, and consolidation		-	-	Submit portfolio file + prompt templates				Live
22-Nov-2026	Sunday	Core	Module 8	Module 8 - Capstone Presentations	78	Capstone Presentation Session 1	Live	3	1:1 presentation, trainer feedback and grading	Myntra's catalog & conversions	-	-					Live
25-Nov-2026	Wednesday	Core	Module 8	Module 8 - Capstone Presentations	79	Capstone Presentation Session 2	Live	3	1:1 presentation, trainer feedback and grading		-	-					Live
26-Nov-2026	Thursday	Core	Module 8	Module 8 - Capstone Presentations	80	Capstone Presentation Session 3	Live	3	1:1 presentation, trainer feedback and grading		-	-					Live
28-Nov-2026	Saturday	Core	Module 8	Module 8 - Capstone Presentations	81	Capstone Presentation Session 4	Live	3	1:1 presentation, trainer feedback and grading	Booking.com's Technical SEO Strategy	-	-					Live
29-Nov-2026	Sunday	Core	Module 8	Module 8 - Career Assistance	82	Mock Interviews - HR	Live	3	Mock Interview - HR Round		-	-					Live
2-Dec-2026	Wednesday	Core	Module 8	Module 8 - Career Assistance	83	Mock Interviews - Domain	Live	3	Mock Interview - Digital Marketing domain (5 mins each learner)		-	-					Live
3-Dec-2026	Thursday	Core	Module 8	Module 8 - Career Assistance		ET2			ET2 - Final exam		-	-					