

STUDY PLAN

Domain	Session	Dates	Class timings	Session Title	Topics Covered	Learning Objectives	Learning Outcomes	Tools	Case Study (In Class)	Assignment / Deliverable	Hours
Module 0: Orientation & AI Toolkit											
DM	1	10/3/2026	4:00 PM to 5:00 PM	Orientation, LMS & AI Toolkit Setup	- Program roadmap and the 4-month journey - LMS walkthrough and submission process - Community rules and doubt-solving rhythm	- Navigate the LMS and locate all course materials - Set up every core account and a clean Drive workspace - Understand the weekly cadence and what is expected	Students have all accounts ready, a structured Drive workspace, and clarity on the program journey.	- LMS Platform - WhatsApp/Discord community - ChatGPT - Claude - Google Drive		- Create Drive folder system: Strategy / Content / Assets / Submissions / Research - Post a 100-word introduction in the community	1
Digital Marketing Foundation	2	10/4/2026		Digital Marketing Foundation							
Module 1: Digital Marketing Foundations & the AI Stack											
DM	3	10/10/2026	4:00 PM to 6:30 PM	Introduction to Digital Marketing + The DM Ecosystem & Channels	- Definition and evolution of digital marketing; digital vs. traditional approaches - Current digital landscape in India and globally; how AI is reshaping every marketing function - Key components of the digital marketing ecosystem and major platforms/channels - Channel selection based on business objectives - Digital marketing roles and AI-augmented team structures	- Explain the modern digital marketing landscape and map where AI tools sit across the funnel - Differentiate the major channels and select channels based on a business objective	Students can articulate the digital landscape, map AI across the funnel, and justify channel choices for a brief.	- ChatGPT - Google Trends - Google Sheets	Zomato's Digital Transformation (Indian) + Airbnb's Platform Integration (International)	1-page market map: 6 channels + where AI assists each - Channel-fit worksheet for a chosen brand (objective → channels)	2.5
DM	4	10/11/2026	4:00 PM to 6:30 PM	DM Strategy & SMART Goals + Consumer Behaviour & UX Fundamentals	- Core digital marketing principles and setting SMART objectives - Target audience and ICP definition; building a one-page strategy brief with AI - Online consumer psychology and the digital customer journey - UX fundamentals and mobile-first design; reducing friction across digital touchpoints	- Write SMART marketing objectives, define a target audience/ICP and draft a one-page strategy brief - Map a digital customer journey and identify friction points/UX fixes	Students produce a SMART-goal strategy brief with a defined audience persona and a customer journey map with friction fixes.	- ChatGPT - Claude - Google Docs - Figma/Canva (free)	Nike's Digital Strategy Framework (International) + Amazon's Customer-Centric Approach (International)	- Strategy Brief: objectives + ICP + channel plan (AI-assisted, human-edited) - Customer Journey Map with 5 touchpoints + friction/fix notes	2.5

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GEN AI	5	10/17/2026	4:00 PM to 6:30 PM	GenAI Landscape & Marketing Tool Stack	- Overview of GenAI in marketing: impact and opportunities - Key tool categories: text, image, video, automation, design - Hands-on setup: ChatGPT, Claude, Gemini, DALL-E, Midjourney, Canva AI, Zapier - Mapping a marketing use case to each tool - Cost, privacy, and data-handling basics	- Choose the right AI tool per marketing task - Set up and log in to the full stack - Run a first prompt across two tools	Students have a working AI stack and a tool-to-task map for marketing.	- ChatGPT - Claude - Gemini - Canva AI - DALL-E - Zapier	Swiggy's use of GenAI for viral social campaigns	- Tool-to-Task Map (1 page) - Run a basic prompt demo in ChatGPT + Canva AI and save outputs	2.5
GEN AI	6	10/18/2026	4:00 PM to 6:30 PM	Prompt Engineering for Marketers (Foundations + Reusable Templates)	- RTCC framework (Role / Task / Context / Constraints); zero-shot vs. few-shot prompting - Chain-of-thought prompts for strategy and copy; brand-tone alignment and output-format control - Role-based/system prompting; prompt chaining: research → outline → copy → metadata - Building reusable prompt templates for ads, blogs, emails, social; starting a personal Prompt Library	- Write structured prompts using RTCC and align outputs to a brand voice - Build and test reusable prompt templates and run a full prompt chain end-to-end	Students can write reliable, brand-aligned prompts and have 5+ tested templates in a v1 prompt library.	- ChatGPT - Claude - Google Docs - Google Sheets	Prompt structure impact on content tone and conversion; real-world prompt frameworks in agency settings	10 marketing prompts for one brief; compare and rate results 5 prompt templates across 2 tools with a Prompt Library v1 (quality ratings 1-5 + notes)	2.5
Module 2: Web, SEO & AI Search Optimisation (AEO/GEO)											
DM	7	10/24/2026	4:00 PM to 6:30 PM	Web Design & Landing Pages + Build a Marketing Site	- Design principles for marketing websites; colour theory and typography for conversion - Conversion-centred landing page structure; A/B testing methodology basics - CMS platforms comparison; WordPress/Google Sites fundamentals for marketers - Theme selection, customisation and publishing a live page	- Apply conversion-centred design principles and outline a high-converting landing page - Choose an appropriate CMS and publish a basic live marketing page	Students produce a wireframe of a conversion-focused landing page and publish a live 1-page marketing site.	- Canva (free) - Google Sites - WordPress - ChatGPT	PayTM's Landing Page Strategy (Indian) + TataCliQ's CMS Implementation (Indian)	- Landing page wireframe + A/B test hypothesis - Live URL of a published 1-page site	2.5
GEN AI	8	10/25/2026	4:00 PM to 6:30 PM	Keyword Research & Search Intent + On-Page/Technical SEO + AEO	- Keyword research tools and techniques; search intent analysis (informational/transactional) - Using ChatGPT/Claude to cluster keywords and find gaps - Title tags, meta descriptions, heading structure, internal linking, site speed, structured data - How AI search differs from classic SEO: retrieval, citations, answer synthesis - Optimising for ChatGPT Search,	- Run AI-assisted keyword + intent research and build a keyword cluster map - Optimise a page on-page/technically and implement basic structured data - Restructure a page to be quotable by AI answer engines with AEO-friendly schema	Students deliver a keyword cluster map, an on-page SEO audit with fixes, and an AEO-rewritten page structured for AI citation.	- ChatGPT - Claude - Google Trends - Google Search Console - Schema.org - Perplexity - Google AI Overviews	Urban Company's Keyword Strategy (Indian) + Nykaa's On-Page SEO Strategy (Indian) + how AI assistants cite brands in answers (live teardown)	- Keyword Cluster Map (20+ keywords by intent + topic) - On-Page SEO Audit + fix list for 1 page (incl. schema) - AEO Rewrite: 1 page restructured with answer blocks, FAQ schema & entity cues	2.5

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					Perplexity, Google AI Overviews/AI Mode, Gemini, Bing Copilot • Structuring content for extraction: FAQs, Q&A, definitions, tables; entity & topical authority; AEO schema (FAQ, HowTo, Article, Product)						
GEN AI	9	10/31/2026	4:00 PM to 6:30 PM	Generative Engine Optimisation (GEO) + SEO Content Engine & Analytics Setup	• GEO tactics: statistics, quotations, authoritative sources that boost LLM citation • Building brand mentions across the web; llms.txt and machine-readable content • Monitoring AI brand visibility and measuring AI referral traffic in GA4 • Blog generation and optimisation prompts; AI-generated content calendars; cross-platform repurposing • Google Tag Manager + GA4 event/conversion tracking setup	• Apply GEO tactics that increase LLM citation likelihood and set up brand-mention monitoring • Generate and optimise SEO content with AI and set up basic GA4 conversion tracking	Students produce a GEO action plan with a brand-visibility tracker, an SEO blog + repurposed post, and a live GA4 setup with a conversion event.	• ChatGPT • Claude • Perplexity • Gemini • Google Analytics (GA4) • Google Tag Manager • llms.txt	Brand X going from invisible to recommended in AI answers + Tata CLIQ's use of AI to scale SEO blogs and social posts	• GEO Action Plan (10 tactics prioritised) + AI Brand-Visibility Tracker (query log across 3 engines) • 1 SEO blog + 1 repurposed social post (AI-assisted) + GA4 with 1 conversion event configured	2.5
Module 3: Marketing Metrics & Analytics											
DM	10	11/1/2026	4:00 PM to 6:30 PM	Analytics Foundations & GA4 Setup + Traffic, Engagement & Conversion Metrics	• Importance of data-driven marketing; analytics platforms overview • GA4 interface, setup, navigation and custom dashboard creation • Traffic sources and channels; geo/demographic data • Engagement: bounce, time on site, scroll depth, events • Conversion goals, funnel visualisation, abandonment	• Navigate GA4 confidently and build a custom dashboard • Interpret traffic, engagement and conversion reports and read a conversion funnel	Students have a working GA4 property with a custom dashboard and can interpret core metrics and a conversion funnel.	• Google Analytics (GA4) • Looker Studio (free) • ChatGPT	Booking.com's Analytics Implementation (International) + BigBasket's Conversion Optimization (Indian)	• Custom GA4 dashboard (screenshot + notes) • Metrics Read-Out: 1-page analysis of a sample/live property	2.5
GEN AI	11	11/7/2026	4:00 PM to 6:30 PM	Revenue & ROI Metrics (CAC, LTV, ROAS) + AI-Built Dashboards	• Customer acquisition cost (CAC), lifetime value (LTV), return on ad spend (ROAS); linking spend to revenue • Identifying meaningful patterns in data; using GenAI to summarise data and draft insight narratives • Data-based decision frameworks; capstone metrics planning	• Calculate CAC, LTV and ROAS and interpret unit economics for decisions • Use AI to interpret data, build a decision-ready dashboard and plan capstone metrics	Students compute CAC/LTV/ROAS for a sample business and deliver an AI-assisted insight report plus a capstone KPI plan.	• Google Sheets • ChatGPT • Looker Studio	Dollar Shave Club's ROI Framework (International) + Netflix's Data Visualization Approach (International)	• ROI Calculator sheet: CAC, LTV, ROAS for a sample brand • Insight Report (AI-assisted) + dashboard + capstone KPI plan	2.5
Module 4: Social Media Marketing + AI Content Creation											

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DM	12	11/8/2026	4:00 PM to 6:30 PM	Social Media Strategy & Platform Selection + Content Pillars & 30-Day Calendar	• Strategy development framework; platform selection criteria; goal setting; audience-platform fit • Content pillars and themes; calendar tools and templates • Evergreen vs. trending balance; AI-generated calendar and idea banks; batch-production planning	• Build a social media strategy framework and select platforms for a brand goal • Define content pillars and build a 30-day AI-assisted calendar	Students produce a social strategy with platform rationale and a publish-ready 30-day content calendar.	• ChatGPT • Claude • Google Docs • Google Sheets	Swiggy's Social Media Strategy (Indian) + Oreo's Content Calendar Approach (International)	• Social Strategy 1-pager: goals + platform mix + KPIs • 30-Day Content Calendar + idea bank of 30 hooks/topics	2.5
GEN AI	13	11/14/2026	4:00 PM to 6:30 PM	Hook Science + Script & Caption Mastery for Social (with AI)	• Why hooks decide retention across platforms; 6 proven hook types (Question, Shock, Story, Statistic, Contrast, Promise) • A-B-C structure (Attention → Bridge → Content tease); pattern interrupts and pacing; AI critique prompts • Short and long script structure: Hook → Setup → Body → CTA → Close; caption frameworks; CTA types and placement	• Write hooks across all 6 types and use AI critique to improve them • Write platform-appropriate scripts and captions with strategically placed CTAs	Students build a Hook Bank of 25+ hooks with an AI critique pass and deliver 2 complete scripts plus a caption set.	• ChatGPT • Claude • Google Docs	Top short-form hooks teardown + script structure and retention	• Hook Bank (25+ hooks, labelled by type) + AI Critique Report: 5 hooks before/after • 2 scripts (1 short, 1 long) + caption set: 5 captions with CTAs	2.5
GEN AI	14	11/15/2026	4:00 PM to 6:30 PM	Thumbnails & CTR + AI Visual Creation + AI Video Creation & Editing	• Thumbnails/cover frames as the #1 CTR lever; 3-element formula (Face + Text + Colour); contrast, emotion, colour psychology • AI image generation with Canva AI, DALL-E, Midjourney, Microsoft Designer; style guides and brand-consistent image sets; storyboarding • AI video creation: Runway, HeyGen, InVideo; editing foundations in CapCut/VN/Filmora; AI voiceover, music, SFX; export settings for social	• Design thumbnails using the 3-element formula and generate compliant AI visuals • Generate brand-consistent AI visual sets with a storyboard • Produce a short AI-assisted video, edit, caption and export correctly	Students deliver 5 thumbnail variations with an A/B test plan, an 8-10 visual storyboard set, and one polished 60-90s social video end-to-end.	• Canva AI • Microsoft Designer (free) • DALL-E • Midjourney • Runway • HeyGen • InVideo • CapCut/VN/Filmora	CTR teardown of high-performing covers + Myntra's integrated visual/video approach	• 5 thumbnails across 2 videos + A/B Test Plan with prompt log • Storyboard (8-10 scenes) + 8-10 consistent AI visuals with prompt log • 1 polished 60-90s video (voice + music + captions + correct export) + editing SOP	2.5
DM	15	11/21/2026	4:00 PM to 6:30 PM	Short-Form Video Strategy + Instagram/YouTube + LinkedIn/B2B Content	• Why short-form drives growth; algorithm differences; first-second hook rule; routing Short → Long → Profile/Playlist; batch scripting • Instagram algorithm (feed, Stories, Reels); YouTube channel basics, SEO, titles/descriptions; profile/channel optimisation • Personal branding vs. company pages; B2B content strategy; lead generation; thought-leadership formats	• Plan short-form that routes to deeper content and batch-script/produce shorts • Optimise an Instagram profile and a YouTube channel • Build a LinkedIn content plan and design a lead-gen approach for B2B	Students deliver 10 short scripts + 3 publish-ready shorts, an optimised IG profile and YouTube channel, and a 2-week LinkedIn content plan.	• CapCut/VN/Filmora • ChatGPT • Instagram/YouTube Studio • LinkedIn • Canva (free)	Short-form routing strategy + Taj Hotels' Instagram Strategy (Indian) + TCS's LinkedIn Strategy (Indian)	• 10 short-form scripts + 3 publish-ready shorts + routing map • Optimised IG profile + YouTube channel checklist • 2-week LinkedIn content plan + 3 sample posts	2.5

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GEN AI	16	11/22/2026	4:00 PM to 6:30 PM	Facebook/X & Emerging Platforms + Social/Ad Copywriting with GenAI + Community Management	- Facebook, X/Twitter and emerging platform dynamics - Writing for Meta, LinkedIn, X with ChatGPT; ad-variation prompts for copy/CTAs; A/B test scenarios; carousel/caption generation - Community guidelines and engagement; social listening; review/response management; crisis communication plans	- Generate platform-specific ad copy at scale and produce A/B copy variants - Set up social listening and draft a crisis-response playbook	Students deliver ad copy + carousel captions with A/B variants, plus a listening setup and a 1-page crisis-response playbook.	- ChatGPT - Claude - Canva (free) - Free social listening tools	Flipkart's ad variant testing across campaigns + Maggi's Crisis Management (Indian)	- Ad copy set + carousel captions for a sample product (with A/B variants) - Social-listening setup + 1-page crisis-response playbook	2.5
Module 5: Email & WhatsApp Marketing											
DM	17	11/28/2026	4:00 PM to 6:30 PM	Email Strategy & List Building + Email Design, Automation & Deliverability	- Email's role in the marketing mix; list building techniques; database segmentation; permission and compliance - Email design best practices; subject-line optimisation; automation workflow development; deliverability and spam avoidance	- Design a list-building + segmentation plan - Build an automation workflow and improve deliverability	Students deliver an email strategy with a segmentation model and a 3-step automation flow.	- Mailchimp/Brevo (free) - Google Sheets - ChatGPT - Canva (free)	Nykaa's Email Marketing Strategy (Indian) + Starbucks' Email Personalization (International)	- Email Strategy + segmentation model 3-step automated email flow (built in tool)	2.5
GEN AI	18	11/29/2026	4:00 PM to 6:30 PM	Email Analytics + WhatsApp & Conversational Marketing + Email/Messaging Campaigns with GenAI	- Performance metrics analysis; A/B testing methodology; campaign optimisation - WhatsApp Business features; broadcast lists; conversational marketing strategies; compliance/opt-in - Subject-line and body creation with ChatGPT; nurture-flow writing with Claude; personalisation and dynamic tokens; HTML email generation	- Interpret email metrics and run an A/B test on subject lines - Plan a WhatsApp campaign and design a conversational flow - Generate a full email sequence with AI and write personalised WhatsApp messages	Students deliver an email A/B test read-out, a WhatsApp campaign plan, and a 5-part AI-written nurture sequence with WhatsApp variants.	- Mailchimp/Brevo (free) - Google Sheets - WhatsApp Business - ChatGPT - Claude	Amazon's Email Analytics (International) + Lenskart's WhatsApp Strategy (Indian) + Zomato's personalised engagement using AI	- A/B Test plan + metrics read-out - WhatsApp campaign plan + conversational flow 5-part email nurture sequence (AI-written, human-edited) + 3 WhatsApp message variants	2.5
Module 6: Performance Marketing (Paid Ads)											
DM	19	12/5/2026	4:00 PM to 6:30 PM	Google Ads Fundamentals & Search Ads + Display, YouTube & Video Ads	- Account structure best practices; campaign types; keyword research for paid search; ad copy and Quality Score; budget planning - Display targeting and placements; banner design principles; YouTube video ad formats and targeting	- Structure a Google Ads account and build a search campaign skeleton - Plan display + video ad campaigns applying creative best practices	Students deliver a search campaign plan with ad groups/copy and a display + YouTube ad plan with creatives.	- Google Ads - ChatGPT - Google Sheets - Canva (free)	MakeMyTrip's Google Ads Strategy (Indian) + Byju's YouTube Ad Strategy (Indian)	- Search campaign plan: ad groups, keywords, 3 ad variants - Display + YouTube ad plan + 2 creative concepts	2.5

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DM	20	12/6/2026	4:00 PM to 6:30 PM	Meta Ads Setup, Objectives & Creative + Audience Targeting + Remarketing & Dynamic Ads	• Business Manager setup; campaign objective selection; ad formats across FB/IG; creative best practices/A/B testing • Audience types, custom and lookalike audiences; detailed targeting; audience strategy by funnel stage • Remarketing audience creation and sequencing; product feed creation; dynamic ad templates and catalogues	• Set up a Meta campaign structure and build A/B creative tests • Build custom + lookalike audiences mapped to funnel stages • Design a remarketing sequence and plan dynamic/catalogue ads	Students deliver a Meta campaign structure with creatives, an audience strategy doc, and a remarketing + dynamic ads plan.	• Meta Ads Manager • Canva (free) • Google Sheets • Google Merchant Center	Dove's Facebook Creative Strategy (International) + Cult.fit's Audience Strategy (Indian) + FirstCry's Remarketing Approach (Indian)	• Meta campaign structure + 2 ad creatives • Audience strategy: custom + lookalike + funnel mapping • Remarketing sequence + dynamic ads plan	2.5
GEN AI	21	12/12/2026	4:00 PM to 6:30 PM	Ad Copy & Creative with GenAI + Campaign Tracking/UTMs/Attribution + Performance Dashboards & AI Forecasting	• Ad copy frameworks per platform; generating 10+ copy/creative variants with AI; creative testing methodology • UTM parameter implementation; attribution model types and selection; cross-platform tracking • GenAI for audience targeting and ad testing; building dashboards; ROAS/CTR/LTV forecasting with AI	• Generate ad creative variants with AI and design a structured creative test • Implement UTMs and choose an attribution model • Build a performance dashboard and generate AI insight summaries + forecasts	Students deliver 10 ad variants with a test matrix, a UTM tracking sheet with attribution rationale, and a performance report with AI-generated insights.	• ChatGPT • Claude • Canva (free) • Google Analytics (GA4) • Looker Studio • Google Sheets	OYO's Ad Creative Evolution (Indian) + Uber's Attribution Modeling (International) + HDFC and Indian retail brand dashboards	• 10 AI ad variants + A/B test matrix • UTM tracker sheet + attribution rationale • Performance report with AI-generated insights + forecast	2.5
Module 7: Affiliate & Influencer Marketing											
DM	22	12/13/2026	4:00 PM to 6:30 PM	Affiliate Marketing Fundamentals + Partner Selection/Tracking + Affiliate Content with AI	• Affiliate models and ecosystem players; program structure planning; affiliate funnel math • Partner types, vetting and outreach; commission structures; affiliate networks comparison; tracking tech and fraud prevention • Affiliate content formats (Top-5, comparison); CTA/FTC disclosure placement; AI-generated landing pages and lead magnets	• Explain affiliate models/funnels and plan an affiliate program structure • Select partners, set commission terms and set up tracking • Produce affiliate content and a landing page with AI, with compliant disclosures	Students deliver an affiliate program + funnel plan, a partner shortlist with tracking setup, and a live AI-built landing page with content.	• ChatGPT • Google Sheets • Amazon Associates • Google Sites	Amazon India's Affiliate Program (Indian) + MakeMyTrip's Affiliate Tracking (Indian) + affiliate funnel teardown	• Affiliate program plan + funnel math sheet • Partner shortlist (10) + commission + tracking plan • 2 affiliate content outlines + live Google Sites landing page with lead magnet	2.5
DM	23	12/19/2026	4:00 PM to 6:30 PM	Influencer Strategy, Selection & Outreach + Briefs, FTC Compliance & Measurement	• Influencer marketing in the mix; objectives and ROI; influencer tiers and evaluation criteria; audience-alignment analysis; outreach/negotiation • Campaign brief components and creative direction; disclosure requirements, contracts, IP; KPIs and attribution; module debrief and capstone integration	• Build an influencer shortlist and write outreach/negotiation scripts • Write an influencer brief with compliance and define influencer KPIs, integrating into the capstone	Students deliver an influencer shortlist with outreach scripts and an influencer brief with a compliance checklist and KPI/measurement plan.	• ChatGPT • Google Sheets • Instagram/LinkedIn • Google Docs	Mamaearth's Influencer Selection (Indian) + FTC Cases on Influencer Marketing (International)	• Influencer shortlist (10) + outreach + follow-up scripts • Influencer brief + compliance checklist + KPI/measurement plan	2.5

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Module 8: E-Commerce, Growth Hacking & Funnels											
DM	24	12/20/2026	4:00 PM to 6:30 PM	E-Commerce Foundations + AI Product Listings + Growth Hacking Mindset	- Platform comparison and selection; product image optimisation; description writing that converts; social proof - AI-generated product descriptions; landing page testing via prompt variants; product recommendation strategy with GenAI - Growth hacking vs. traditional marketing; rapid experimentation framework; North Star Metric; experiment prioritisation	- Optimise a product page applying conversion best practices - Generate product listings with AI and build landing page variants - Design a prioritised growth experiment and choose a North Star Metric	Students deliver an optimised product page mock, 5 AI product listings with 2 landing page variants, and a growth experiment backlog.	- ChatGPT - Claude - Canva (free) - Google Sites - Google Sheets	IKEA's Product Page Strategy (International) + Myntra's catalog & conversions + CRED's Experiment Design (Indian)	- Optimised product page mock + before/after notes 5 product listings + 2 landing page variants (AI) - Experiment backlog (10 ideas, prioritised) + 1 test design	2.5
GEN AI	25	12/26/2026	4:00 PM to 6:30 PM	Viral Loops & Funnel Mapping + Marketing Automation/GenAI Workflows + Retention & Loyalty	- Viral coefficient and referral program design; network-effect maximisation; TOFU/MOFU/BOFU funnel mapping - Zapier/Make for content and lead workflows; multi-tool automation; AI-generated response systems; trigger-based targeting - Post-purchase engagement; loyalty program design; repeat-purchase strategies; funnel debrief and capstone finalisation	- Design a referral loop and map a full sales funnel - Build an end-to-end automation and connect AI into a workflow - Design a retention/loyalty plan and finalise the capstone funnel	Students deliver a referral concept with a full funnel map, one complete documented automation sequence, and a retention plan with the finalised capstone funnel.	- ChatGPT - Google Slides - Zapier/Make - Google Sheets	Dropbox's Growth Hacks (International) + HDFC's cross-platform automation + Starbucks' Loyalty Program (International)	- Referral loop concept + full funnel map (TOFU→BOFU) 1 complete automation sequence (built + documented) - Retention/loyalty plan + finalised capstone funnel	2.5
Module 9: Monetisation, Personal Brand & Freelancing											
DM	25	12/27/2026	4:00 PM to 6:30 PM	Creator & Marketer Monetisation + Brand Deals, Sponsorships & Media Kits	- YouTube Partner Program eligibility and AdSense; RPM vs. CPM; affiliate income streams; mid-roll/ad-friendly content - How brands evaluate creators/marketers; packaging deliverables into sponsorship tiers; pricing logic and negotiation; media kit design/FTC disclosure; cold outreach and a brand CRM	- Explain monetisation routes and plan a personal income-stream mix - Build sponsorship tiers, a media kit, and write outreach scripts	Students deliver a personal monetisation plan and a 3-tier sponsorship offer with media kit and outreach CRM.	- YouTube Studio - Google AdSense - Google Sheets - Canva (free) - Gmail	High-CPM niche analysis + creator sponsorship pricing teardown	- Monetisation plan: income streams + eligibility tracker 3 sponsorship tiers + media kit + 30-brand outreach CRM + 2 scripts	2.5
DM	26	1/2/2027	4:00 PM to 6:30 PM	Freelancing (Fiverr/Upwork) + Personal Brand & Portfolio for a Marketing Career	- Sellable digital-marketing/creator skills; Fiverr/Upwork profile and gig creation; packaging services and pricing; proposal templates and client workflow - Building a marketer's personal	- Publish a freelance gig and write proposal templates with pricing - Assemble a portfolio and position a personal brand	Students deliver a live freelance gig with proposal templates and a portfolio doc linking their best work.	- Fiverr/Upwork - Google Docs - Canva (free) - LinkedIn	Freelance gig optimisation + portfolio teardown	- Live gig + 2 proposal templates + pricing sheet - Portfolio doc: links to 6 best deliverables + AI workflow summary	2.5

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					brand; portfolio from course deliverables; LinkedIn presence as proof of skill; showcasing AI workflows to employers						
Module 10: Soft Skills & Placement Prep											
SOFT SKILLS	27	1/3/2027	4:00 PM to 6:30 PM	English Proficiency & Business Communication + Persuasive Copywriting for Marketers	• Business English fundamentals; email and meeting etiquette; clarity and tone • Persuasive writing techniques for marketers; copywriting frameworks (AIDA, PAS); tone-matching for briefs and pitches	• Communicate clearly and professionally in written and spoken business English • Apply persuasive copywriting frameworks to marketing briefs	Students communicate professionally and can write persuasive, framework-based marketing copy.	• ChatGPT • Google Docs		• Business email/pitch writing exercise • Persuasive copy sample using AIDA/PAS	2.5
SOFT SKILLS	28	1/9/2027	4:00 PM to 6:30 PM	Resume & LinkedIn Optimisation + Interview Prep & Group Discussions	• Resume structuring for marketing roles; ATS-friendly formatting; LinkedIn profile optimisation • Common interview formats and questions for DM roles; group discussion techniques; mock GD/interview practice	• Build an ATS-friendly resume and an optimised LinkedIn profile • Perform confidently in interviews and group discussions	Students have a polished resume, LinkedIn profile, and interview/GD readiness.	• LinkedIn • Google Docs • Canva (free)		• Updated resume + optimised LinkedIn profile • Mock interview / GD participation	2.5
Module 11: AI-Powered Capstone & Mock Interviews											
GEN AI	29	1/10/2027	4:00 PM to 6:30 PM	Capstone Kickoff — Brief, Scope & Research	• Project scope and team formation • Market and competitive research with AI • Target audience profiling • Planning framework	• Define a capstone brief • Complete AI-assisted research	Students lock a capstone brief + research pack.	• ChatGPT • Claude • Google Docs		• Capstone brief + research pack	2.5
GEN AI	30	1/16/2027	4:00 PM to 6:30 PM	Capstone Build — GenAI Campaign (Strategy → Content → Visuals) + Funnels, Ads, Distribution & Dashboards	• End-to-end GenAI campaign build: synthesising strategy, prompts, content, brand-consistent visuals • Funnel + ad plan for the campaign; multi-platform distribution and repurposing; performance dashboard + AI insights	• Produce campaign strategy, content and visuals • Build the funnel, ads, distribution plan and dashboard for the campaign	Students produce the full campaign — strategy, content, visuals, funnel, ads, distribution and dashboard.	• ChatGPT • Claude • Canva AI • DALL-E • Zapier/Make • Looker Studio • Google Sheets	Multi-touch campaign buildout	• Campaign strategy + content set + visual assets • Funnel + ad plan + distribution plan + dashboard	2.5
SOFT SKILLS	31	1/17/2027	4:00 PM to 6:30 PM	Portfolio Finalisation & Prompt-Library Build + Final Capstone Presentations & Mock Interviews	• Finalising all campaign assets; building a personal prompt library and AI workflow; showcase-ready portfolio • Team presentations and expert panel feedback; peer review; HR mock interviews; domain (DM) mock interviews	• Finalise portfolio and prompt library • Present the capstone and complete HR + domain mock interviews	Students graduate with a finalised portfolio, prompt library, a presented capstone, and completed mock interviews.	• Google Drive • ChatGPT • Notion (free) • Live panel • Zoom/Meet	Portfolio-ready campaign design	• Portfolio file + prompt library/templates submitted • Final capstone presentation + HR & domain mock interviews completed	2.5