

STUDY PLAN

Module	Session	Dates	Class timings	Hours
Module 1: Digital Marketing Foundations & Prompting Engineering	Session 1: DM + AI Foundations (Bengali/Hindi context)	18-Oct-2025	Sat 7:30 PM - 9:30 PM	2
	Session 2: Prompting for Marketers (hands-on)	19-Oct-2025	Sun 7:30 PM - 9:30 PM	2
	Session 3: Market & Keyword Research (free stack)	25-Oct-2025	Sat 7:30 PM - 9:30 PM	2
	Session 4: Competitor & Content Gap Analysis	26-Oct-2025	Sun 7:30 PM - 9:30 PM	2
Module 2: Website & Analytics	Session 5: AI Website Build (Lovable) – Setup	01-Nov-2025	Sat 7:30 PM - 9:30 PM	2
		02-Nov-2025	Sun 7:30 PM - 9:30 PM	2
	Session 6: Forms, Tracking & Compliance	08-Nov-2025	Sun 7:30 PM - 9:30 PM	2
	Session 7: GA4 + Search Console Setup	09-Nov-2025	Sat 7:30 PM - 9:30 PM	2
		15-Nov-2025	Sun 7:30 PM - 9:30 PM	2
Module 3: SEO & Content Ops	Session 10: On-Page SEO (Practical)	16-Nov-2025	Sat 7:30 PM - 9:30 PM	2
	Session 11: Content Briefs with AI	22-Nov-2025	Sun 7:30 PM - 9:30 PM	2
	Session 12: Technical Lite + Local SEO	23-Nov-2025	Sat 7:30 PM - 9:30 PM	2
Module 4: Creatives & Social Strategy	Session 13: Canva for Ads & Posts (Hands-on)	29-Nov-2025	Sun 7:30 PM - 9:30 PM	2
	Session 14: Short-form Video with CapCut	30-Nov-2025	Sat 7:30 PM - 9:30 PM	2
	Session 15: Content Calendar + Community	06-Dec-2025	Sun 7:30 PM - 9:30 PM	2
	Session 16: Meta Suite & Organic Mechanics	07-Dec-2025	Sat 7:30 PM - 9:30 PM	2
	Session 17: Festival Campaign Sprint (Durga Puja case)	13-Dec-2025	Sun 7:30 PM - 9:30 PM	2
Module 5: Performance & Conversion	Session 18: PPC Fundamentals (Sandbox)	14-Dec-2025	Sat 7:30 PM - 9:30 PM	2
	Session 19: Conversion Tracking without Spend	20-Dec-2025	Sun 7:30 PM - 9:30 PM	2
Module 6: Messaging & Automation	Session 20: Email Basics with Brevo	21-Dec-2025	Sat 7:30 PM - 9:30 PM	2
	Session 21: WhatsApp Business & Ethics	27-Dec-2025	Sun 7:30 PM - 9:30 PM	2
		28-Dec-2025	Sat 7:30 PM - 9:30 PM	2
Module 7 : Freelancing Platforms & Profiles	Session 23: Freelancing Platforms & Profiles	03-Jan-2026	Sun 7:30 PM - 9:30 PM	2
	Session 24: Freelancing Proposals & Client Management	04-Jan-2026	Sat 7:30 PM - 9:30 PM	2
Module 8: Portfolio & Capstone	Session 25: Portfolio & Capstone Demo	10-Jan-2026	Sun 7:30 PM - 9:30 PM	2