

STUDY PLAN

Date	Class Duration	Module	Module Duration	Key Topics	Faculty	Time
30.11.2025	1 hr	Introduction to YouTube & Channel Setup	2	Understanding YouTube ecosystem,	Madhuchhanda Majumdar	01PM - 02PM
07.12.2025	1 hr			Account setup, branding, channel optimization		
08.2.2026	1 hr	Monetization Models & Brand Deals	2	YouTube Partner Program, affiliate marketing,	Madhuchhanda Majumdar	01PM - 02PM
15.2.2026	1 hr			Sponsorships, merchandise		
22.2.2026	1 hr	Analytics & Channel Growth	1	Understanding analytics, CTR, watch time, retention, A/B testing	Madhuchhanda Majumdar	01PM - 02PM
1.3.2026	1 hr	Final Project Presentation & Review	2	Final submission, feedback, job guidance	Madhuchhanda Majumdar	01PM - 02PM
8.3.2026	1 hr			Optimization strategy presentation with self channel		

