



## **8-Week Digital Marketing Weekend Course**

**Schedule:** Saturdays, 9:00 AM - 11:00 AM (Dallas Time)

**Format:** Online

**Assignments:** Weekly Tasks | **Quizzes & Case Studies** | **Live Project & Capstone**

## Course Title:

### "Digital Marketing Certification: From Strategy to Execution"

## Course Overview

This **8-week intensive weekend course** provides hands-on training in core digital marketing disciplines, including **SEO, PPC, Social Media, Content Marketing, Email Marketing, Analytics, and Strategy Development**. Participants will gain practical skills through real-world projects, case studies, and a **capstone project** to build a professional portfolio.

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## Course Outcomes/ What you will learn.

By the end of this course, learners will be able to:

- ✓ **Develop** a comprehensive digital marketing strategy aligned with business goals.
  - ✓ **Optimize** websites for search engines (SEO) and run **effective PPC campaigns**.
  - ✓ **Create & manage** high-impact social media and content marketing campaigns.
  - ✓ **Execute** email marketing & automation strategies for lead nurturing.
  - ✓ **Analyze** digital marketing performance using **Google Analytics & other tools**.
  - ✓ **Apply** emerging trends like AI, voice search, and influencer marketing.
  - ✓ **Complete** a **capstone project** showcasing real-world digital marketing skills.
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## Course Objectives

1. **Understand** the digital marketing landscape and its key channels.
  2. **Master** SEO techniques (on-page, off-page, technical, and local SEO).
  3. **Run & optimize** Google Ads and social media ad campaigns (Facebook, Instagram, LinkedIn).
  4. **Develop** engaging content strategies (blogs, videos, infographics).
  5. **Build & automate** email marketing funnels for conversions.
  6. **Track & measure** campaign success using analytics tools.
  7. **Apply** ethical and legal considerations in digital marketing.
  8. **Execute** a full-fledged digital marketing campaign in the capstone project.
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## Course Description

**Description: Master digital marketing in just 8 weekends with this comprehensive course covering SEO, PPC, social media, content marketing, email campaigns, analytics, and strategy, culminating in a hands-on capstone project to launch your career."**

**Master digital marketing in just 8 weekends with this intensive live online course.** Designed for busy professionals and career-changers, our weekend-friendly format (Saturdays 9-11 AM Dallas time) delivers comprehensive training in all essential digital marketing disciplines. You'll gain hands-on experience with SEO, Google Ads, social media marketing, content strategy, email automation, and analytics - all taught through real-world projects and case studies that build your professional portfolio from day one.

**Launch your digital marketing career with confidence.** Graduates receive a professional certification and career support including resume guidance and interview preparation. With flexible weekend scheduling and live instructor support, this is the most efficient way to break into the high-demand digital marketing field. Whether you're looking to advance your current career, start freelancing, or transition into marketing full-time, this course gives you the skills, credentials, and portfolio to succeed in today's digital economy.

## Who Should Take This Course?/Target Audience

This **8-Week Digital Marketing Weekend Course** is perfect for:

1. **Career Starters & Switchers** – If you're looking to break into digital marketing with no prior experience, this course gives you the foundational skills and hands-on practice to launch your career in high-demand roles like **Digital Marketing Specialist, Social Media Manager, or PPC Analyst**.
2. **Entrepreneurs & Small Business Owners** – Learn how to **attract customers, run ads, and optimize your online presence** without relying on expensive agencies. Master SEO, Facebook Ads, email marketing, and analytics to grow your business cost-effectively.
3. **Marketing Professionals & Freelancers** – If you're already in marketing but want to **upskill in digital strategies**, this course helps you stay competitive with the latest tools (Google Ads, SEMrush, Google Analytics) and trends (AI, influencer marketing, automation).
4. **Side Hustlers & Content Creators** – Whether you run a blog, YouTube channel, or e-commerce store, this training will teach you how to **monetize your audience** through affiliate marketing, paid ads, and content strategies.
5. **Students & Job Seekers** – Gain a **certified credential** and real-world project experience to stand out in the job market and fast-track your entry into the digital economy.

**No prior experience needed** – Just bring your curiosity and commitment, and we'll help you build the rest! 🚀

## Frequently Asked Questions (FAQs) – Digital Marketing Weekend Course

### 1. Who is this course designed for?

This course is ideal for beginners, career switchers, entrepreneurs, freelancers, marketers looking to upskill, and anyone who wants to master digital marketing. No prior experience is required—just a willingness to learn!

### 2. What will I learn in this course?

You'll gain hands-on skills in **SEO, Google Ads, social media marketing, content creation, email marketing, analytics, and strategy development**, culminating in a real-world **capstone project** for your portfolio.

### 3. How is the course structured?

- **Duration:** 8 weeks (Saturdays, 9–11 AM Dallas time)
- **Format:** Live online sessions with recordings available
- **Projects:** Weekly assignments, case studies, and a final capstone
- **Certification:** Earn a certificate upon completion

### 4. Do I need any prior experience or tools?

No! This course starts from the basics. You'll need a **computer, internet access, and a free Google account** (for Analytics and Ads). All other tools (e.g., Canva, Mailchimp) offer free tiers.

### 5. Will I get a certificate?

Yes! You'll receive a **verifiable digital certificate** upon completing all assignments and the capstone project, which you can add to LinkedIn or your resume.

### 6. How much time should I dedicate outside of class?

Plan for **2–4 hours per week** for assignments, practice, and project work. The more you put in, the more you'll get out!

### 7. What if I miss a live session?

All sessions are recorded and shared with students, so you can catch up at your convenience. Instructor support is available via email or discussion forums.

### 8. What career opportunities does this course open up?

Graduates pursue roles like **Digital Marketing Specialist, SEO Analyst, Social Media Manager, PPC Expert, Content Marketer, or Freelancer**. We also provide **career guidance and resume tips**.

### 9. Can I take this course if I'm not in the Dallas time zone?

Absolutely! The live sessions are at **9 AM Dallas time (CT)**, but students from all time zones join. Recordings are available if the timing doesn't work for you.

## 10. What makes this course different from free online tutorials?

Unlike passive video tutorials, this course offers:

- ✓ **Live instruction with Q&A**
  - ✓ **Hands-on projects and personalized feedback**
  - ✓ **Structured curriculum with industry-relevant tools**
  - ✓ **Networking with peers and instructors**
  - ✓ **Certificate to validate your skills**
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## Career Opportunities

Graduates of this course can pursue roles such as:

- **Digital Marketing Specialist**
- **SEO/SEM Specialist**
- **Social Media Manager**
- **PPC & Paid Ads Strategist**
- **Content Marketing Manager**
- **Email Marketing Specialist**
- **Digital Analytics Consultant**
- **Freelance Digital Marketer**
- **Growth Marketing Manager**

## 8-Week Digital Marketing Weekend Course – Detailed Topic Descriptions

**Schedule:** Saturdays, 9:00 AM - 11:00 AM (Dallas Time) | **Format:** Online

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### Week 1: Introduction to Digital Marketing & Strategy

#### 1. What is Digital Marketing?

- Definition, evolution, and importance in modern business.
- Comparison between digital and traditional marketing.
- Overview of key digital marketing channels (SEO, PPC, Social Media, Email, Content, etc.).

#### 2. Digital Marketing Strategy & Planning

- Setting **SMART goals** for campaigns.
  - Understanding **target audiences** and creating **buyer personas**.
  - Mapping the **customer journey** for effective engagement.
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### Week 2: Website Creation & SEO Fundamentals

#### 1. Website Essentials

- Choosing **domain names & hosting**.
- Best practices for **website structure, UX, and UI design**.
- Mobile responsiveness & page speed optimization.

#### 2. Search Engine Optimization (SEO) Basics

- **On-Page SEO:** Keyword research, meta tags, URL structure, internal linking.
  - **Off-Page SEO:** Backlink strategies, guest blogging, social signals.
  - **Technical SEO:** XML sitemaps, robots.txt, structured data.
  - **Local SEO:** Google My Business optimization, local citations.
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### Week 3: PPC Advertising (Google & Social Ads)

#### 1. Google Ads (PPC) Fundamentals

- Setting up a **Google Ads account**.
- Keyword research, ad copywriting, and bidding strategies.
- Understanding **Quality Score & ad rank**.

## 2. Social Media Advertising (Facebook, Instagram, LinkedIn)

- Creating high-converting **ad campaigns**.
  - Audience targeting & retargeting strategies.
  - Analyzing ad performance & A/B testing.
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## Week 4: Social Media Marketing (SMM) & Content Strategy

### 1. Social Media Strategy & Engagement

- Platform-specific best practices (Facebook, Instagram, LinkedIn, TikTok).
- Content planning & scheduling with a **social media calendar**.
- Community management & engagement tactics.

### 2. Content Marketing & Video Strategies

- Blogging, video marketing, and infographic creation.
  - Content distribution (organic vs. paid).
  - Influencer marketing & collaborations.
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## Week 5: Email & Affiliate Marketing

### 1. Email Marketing Strategies

- Building an **email list** with lead magnets.
- Crafting high-converting **email campaigns** (newsletters, promotions).
- **Automation & drip campaigns** for lead nurturing.

### 2. Affiliate Marketing

- How affiliate programs work (ShareASale, CJ Affiliate).
  - Strategies to **recruit affiliates & track performance**.
  - Monetizing content through affiliate partnerships.
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## Week 6: Analytics & Performance Tracking

### 1. Google Analytics & Data Interpretation

- Setting up **Google Analytics & Google Search Console**.
- Key metrics: **Bounce rate, session duration, conversions**.

- Creating custom reports & dashboards.

## 2. Social Media & Ad Performance Analysis

- Measuring **engagement, reach, CTR, and ROI**.
  - Tools: **Facebook Insights, LinkedIn Analytics, YouTube Analytics**.
  - **A/B testing** for optimization.
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## Week 7: Digital Marketing Strategy & Emerging Trends

### 1. AI & Automation in Marketing

- **Chatbots, predictive analytics, and personalized marketing**.
- Voice search optimization & smart speaker trends.

### 2. Ethical & Legal Considerations

- **GDPR, CCPA, and data privacy laws**.
  - Avoiding deceptive marketing practices.
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## Week 8: Capstone Project & Certification

### 1. Real-World Digital Marketing Campaign

- Developing a **multi-channel strategy** (SEO, PPC, Social, Email).
- Execution & real-time optimization.

### 2. Performance Reporting & Presentation

- Analyzing campaign success.
  - Presenting findings & recommendations.
  - **Certificate Award & Career Guidance**.
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## Why This Course?

- ✓ **Hands-on assignments & live projects**
- ✓ **Industry-relevant tools (Google Ads, Analytics, SEMrush, Canva, Mailchimp)**
- ✓ **Certificate to boost your resume**