Digital Marketing Syllabus PDF

A digital marketing syllabus usually covers fundamentals and strategy, SEO, paid search and display, social media marketing, email marketing, content marketing, web analytics, conversion optimisation, marketing tools and a live or simulated campaign. Treat it as a checklist, since topics, tools and depth vary between institutes.

Key takeaways

- Core modules are strategy, SEO, paid ads, social media, email, content and analytics.
- Practical work with real or simulated campaigns matters more than the topic count.
- Tools change quickly, so check that the syllabus is current.
- A capstone campaign shows planning, execution and measurement.
- Confirm the exact Uncodemy syllabus and duration on the course page before enrolling.

What is digital marketing syllabus?

A digital marketing syllabus is the structured list of modules, tools and practical tasks that a learner studies to plan, run and measure marketing activity on online channels.

What modules does a typical syllabus include?

Syllabi differ, but a complete programme usually follows this structure.

Module	Main topics
1. Foundations	Marketing basics, funnel, buyer personas, brand and positioning
2. Website basics	Landing pages, user experience, domains, basic site setup
3. SEO	Keywords, on-page, technical, content, links, local SEO
4. Paid search and display	Account structure, keywords, ads, bidding, tracking
5. Social media marketing	Platform strategy, content calendar, community, paid social
6. Email marketing	Lists, segmentation, campaigns, automation, deliverability
7. Content marketing	Strategy, writing, video, repurposing, editorial plan
8. Analytics	Tracking setup, events, reports, attribution basics
9. Conversion optimisation	A/B tests, page improvement, forms
10. Tools and AI	Scheduling, design, automation, generative AI for drafts
11. Capstone	A complete campaign plan and report

How deep should the SEO module go?

It should explain how search engines crawl, index and rank pages, how to research keywords by intent, how to improve titles, headings and content, how technical factors such as speed and mobile friendliness matter and how links and local listings help. Learners should run an audit on a real site and write recommendations.

What should the paid advertising module teach?

Account structure, match types, ad copy, extensions, landing page quality, budgets, bidding strategies, conversion tracking and reporting. Learners benefit from practising in a sandbox or with a small approved budget under supervision. Interfaces change often, so good modules teach principles and point to official help pages.

How is analytics taught?

Learners should understand sessions, users, events and conversions, set up tracking on a test site, build a simple report and answer questions such as which channel brought the most sign-ups. Attribution and privacy topics should be introduced honestly, including the limits of the data.

What practical work should come with the syllabus?

Expect regular assignments such as an SEO audit, a sample ad plan, a month-long content calendar, an email sequence and an analytics report, ending in a capstone. Ask if live accounts are used, how feedback arrives and whether finished work can go in your portfolio.

Does the syllabus cover AI tools?

Many syllabi now include generative AI for ideas, outlines and variations. Check that it is taught responsibly: review for accuracy, avoid copying, protect private data and keep a human voice. AI supports the work; strategy and judgement remain human tasks.

How can I weigh two course outlines against each other?

Put them side by side and score practice hours, how current the tools are, the final project, mentor access, how work is assessed and how often material is refreshed. Length alone says little; hands-on depth says more.

What questions should I ask a provider?

Ask for a sample assignment, the trainer's industry experience, the placement of practice hours, access to tools and what support exists after the course. Get answers in writing.

How long does each module usually take?

Durations differ between providers and learners, so use any figure as a rough guide only. Foundations and website basics often take the first stretch, SEO and content the next, then paid advertising, social media and email, and finally analytics, optimisation and the capstone. Learners with prior marketing or writing experience may move faster in some modules. Ask for the exact class hours and the amount of guided practice, because hands-on time is what builds skill and confidence.

How can I track my own progress through the syllabus?

Turn each module into a checklist with three levels: understood, practised and shown in a project. Keep a folder with one artefact per module, such as a keyword sheet, a sample ad plan or an email sequence. Review the folder monthly and fill gaps. By the end you will hold a portfolio that proves what you can do and gives you concrete examples to describe in interviews.

What prerequisites make the syllabus easier?

Good written communication, basic computer skills and curiosity about people and businesses are enough. Comfort with spreadsheets helps in analytics and reporting.

What should the final portfolio hold?

An SEO audit, a keyword plan, an ad campaign plan, a content calendar, an email sequence, an analytics report and the capstone summary, each with a short note on goal and result.

How do I decide the learning order myself?

Start with foundations, then SEO and content, then analytics, and add paid channels once you can measure results.

Frequently asked questions

What topics are in a digital marketing syllabus?

Common topics are strategy, SEO, paid search, social media, email, content marketing, analytics, conversion optimisation, tools and a capstone campaign.

Is the syllabus the same in every institute?

No. Depth, tools, duration and practice differ, so compare practical work, tool versions and support rather than only the topic list.

Do I need technical skills before starting?

Not usually. Basic computer skills and curiosity are enough, and technical topics such as tracking are taught step by step.

Does the syllabus include AI tools?

Many now include generative AI for drafting and ideas, and good courses teach responsible use with human review.

Where can I confirm the Uncodemy syllabus?

Check the Digital Marketing course page on the Uncodemy website or ask the counsellors, as modules and duration can change.

Sources and further reading

- Google Search Central SEO starter guide
- Google Analytics Help
- Google Ads Help

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