Course outline
Digital Marketing

COURSE DESCRIPTION:

COURSE OBJECTIVES:

	Upon successful completion of the course students should be able to:
1	Canva
2	Social media (Facebook;Intragram)
3	Shopify
4	Tiktok' fiverr' Upwork

COURSE CONTENTS:

Month 1:

	Theory - Topics
1	Canva Introduction
2	Create Design
3	Create Ads and Video Ads
4	Facebook Page
5	Ads Boosting

Month 2:

	Theory - Topics
1	Ads Manager
2	Objects Ads Manager (campaign' ad sets & ads)
3	Create New campaign (All campaign)
4	Business manager
5	Introduction Shopify

Month 3:

Theory - Topics	
1	Shopify Settings
2	Product Adds
3	Collections create
4	Menus
5	Customization Store

Month 4:

Theory - Topics	
1	Customization 2
2	Announcement Bar
3	Header
4	How To Add Sessions
5	Fooder

Month 5:

Theory - Topics	
1	Zambeel Introduction
2	Zambeel Create Account
3	Tiktok Introduction
4	Tiktok Account Create
5	Tiktok ads manager

Month 6:

Theory - Topics	
1	campaign
2	Payment Method
3	Number of Verification
4	Fiverr
5	Upwork