

Innovera Academy

Course Outline

Digital Marketing and Content Creation

Track: Professional and Business Skills

Format: 60 hours across 30 lectures over 10 weeks — Hybrid: live online and in-person

Level: Applied — no formal prerequisite required; suitable for beginners and early-career learners

Course Description: A practical marketing track designed to help learners understand modern digital channels, build effective content for digital platforms, and execute campaigns with a clear understanding of audience behavior and performance improvement.

Module-by-Module Breakdown

Mod.	Title	Hours	Topics & Learning Objectives	Deliverable
1	Digital Marketing Foundations	12	The customer journey, brand positioning, and audience segmentation Overview of core digital channels: social, search, email, and paid media Setting marketing goals and choosing the right channel mix	Audience segmentation & brand positioning brief for a sample brand
2	Content Creation & Copywriting	12	Copywriting basics: tone, structure, and persuasive writing Content pillars, visual storytelling, and editorial calendars Planning content for social media platforms	A one-month content calendar with copy and visual concepts
3	Social Media & Paid Campaign Fundamentals	12	Social media marketing strategy across platforms Paid campaign fundamentals: targeting, ad formats, and budgeting Setting up a campaign and defining performance objectives	A mock paid social campaign brief (targeting, ad formats, objectives)
4	SEO, Email & Performance Marketing	12	SEO fundamentals and on-page optimization basics Email marketing and lead-generation workflows Landing page basics, analytics, KPIs, and performance tracking	An SEO + email lead-gen plan with a sample KPI dashboard
5	Integrated Campaigns & Final Project	12	Integrated campaign planning across channels Using AI tools to support marketing workflows and reporting Final campaign project: build, optimize, and present	Final integrated campaign plan + live presentation (capstone)

Total: 60 hours across 5 modules (30 lectures, 10 weeks)

Hands-On Elements

- Content creation exercises across written, visual, and social formats
- Campaign planning tasks, including paid social and email lead-gen
- Simple performance review activities using real KPI and analytics examples

- Applied marketing simulations culminating in a final practical task

Key Features

- 60-hour hybrid program (live online + in-person) across 10 weeks
- Build a real, portfolio-ready integrated marketing campaign from concept to final report
- Hands-on practice in content creation, paid social, SEO, and email marketing
- Learn to read performance data and apply AI tools to marketing workflows
- Culminates in a final campaign project and live presentation
- Beginner-friendly — no prior marketing experience required
- Part of Innovera's Professional and Business Skills track, alongside Entrepreneurship and Startup Essentials, and Business Fundamentals and Workplace Readiness