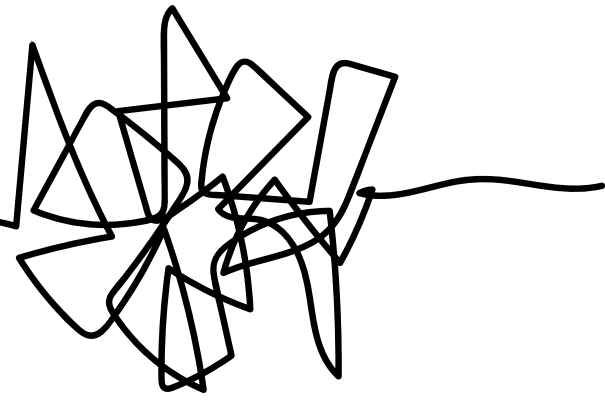


Don't start your
career path with a
bumpy ride



start everything with
a clear plan.



Just Built for Future
Digital Creators!

**We believe that
this conversation
will change
your life.**



Are You Ready to **Ignite** Change and **Inspire** Others?

Step into a world where ideas spark movements, creativity fuels success, and your skills create lasting impact. This is your moment to lead, innovate, and shape the future.

We Don't Dream of Success.
We Build It.

modern 
 **Syllabus**

who are we.

We don't do boring lectures we make learning an experience.

Real projects, hands on challenges, and expert mentors to guide you.

No fluff, just pure value because skills matter more than certificates.

Join the tribe, master the game, and build a career that stands out!

Scope of Digital Marketing

An industry growing at lightning speed!

Digital marketing is one of the fastestgrowing industries

\$1.5 trillion
by 2030

Businesses that invest in digital marketing grow

5X faster than those that don't.

Freelancers in this field are making **\$100,000+** per year working from anywhere

9M

jobs are expected to be created in digital marketing globally by 2026



No layoffs, No slowdowns just unstoppable growth!

Are you ready to be ahead of the game?

Why Should You Care?

You want a high-paying career.
Digital marketing salaries are skyrocketing.



You want freedom.
Work from anywhere, be your own boss, or build your own brand

You want real skills.
This is not theory this is hands-on, real-world learning.



You want to be future-proof.
Traditional careers are fading digital is the new normal.



modern syllabus

Student

What Makes ModernSyllabus Different? 🤔

ModernSyllabus

Because we're damn good at digital marketing 😎

Student

Everyone says that. What's the catch? 🤔

ModernSyllabus

No catch. Just results. We don't teach boring theories—we throw you straight into real world projects.

Student

Okay, but will I have fun? 🤔

ModernSyllabus

Imagine learning from top marketers, competing in live challenges, and creating content that could go viral. Sounds boring? Didn't think so 😏

Student

Alright, I'm in. Where do I sign up?

ModernSyllabus

You're in. The future of marketing starts now!

Courses You'll Master

Transform your passion for digital marketing into real world expertise with our hands-on, career-focused curriculum.

Digital Marketing Fundamentals

Paid Advertising Excellence

SEO & Content Strategy

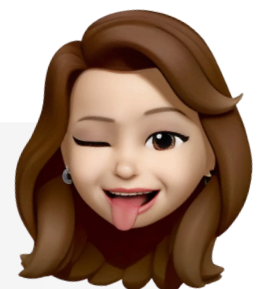
Creative Tools & Graphic Design

Social Media Mastery

Analytics & Performance Tracking

Content Creation

Branding & Growth Strategies



No fluff!

No fluff just experiential learning that turns you into a pro.

Tools You'll Pro

Google Ads

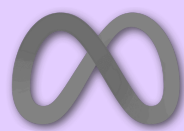


Google Analytics



SEMRUSH

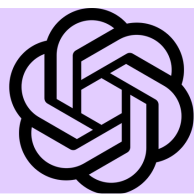
Buffer



Meta

You Tube

Canva



Instagram

facebook

Gemini



Notion



deepseek

Ubersuggest

SOCIALBLADE

You Tube Studio

Linked in



Why Choose the Digital Marketing Launchpad?



10 Live Classes

Industry experts will guide you through real-world digital marketing strategies.

Build a Strong LinkedIn Profile

Create a profile that attracts recruiters and opportunities.

Lifetime Access to the Course

Learn at your own pace and stay updated with industry trends.

Start Creating Your Own Digital Brand

Turn your skills into a powerful personal brand.

Network with Fellow Creators

Connect with like-minded professionals and grow together.

Endless opportunities!



Performance Marketer

Social Media Manager



Freelancer

Entrepreneur

Email Marketing Expert

Brand Strategist

SEO Specialist

Content Marketer

Digital Marketing Specialist

Take the First Step!

Welcome to the Course

01 Digital Marketing

5 weeks

7 Live Projects

5 Assignments & projects

Topics Covered

- Introduction to Digital Marketing
- Traditional vs. Digital Marketing
- Marketing 101: The 4Ps of Marketing
- What is a Brand?
- Brand Messaging
- Market Surveys with Google Forms
- Marketing Funnels (TOFU, MOFU, BOFU)
- Funnel Metrics & Cost Efficiency
- Building a Marketing Funnel for Your Brand
- The Science of Marketing
- Finding Your Customers
- Social Media as a Marketing Channel
- Search Engines & SEO
- Paid Ads as a Marketing Channel

02 Search Engine Optimization

Topics Covered

- What is a Search Engine?
- Introduction to SEO
- Who Needs SEO?
- On-Page SEO
- Google Search Console
- Title, Tags & Meta Tags
- Internal Linking
- Off-Page SEO
- Backlinks & Social Links
- Introduction to Keywords & Types of Keywords
- Why Keywords Matter
- Role of Content in SEO
- Content Marketing & Website Content Creation
- Google Analytics & SEO Tools
- Dashboard Analysis
- Google's Core Algorithm Updates

5 weeks

7 Live Projects

5 Assignments & projects

SEO is the Backbone of
Digital Marketing.



03 Social Media Marketing

Topics Covered

5 weeks

7 Live Projects

5 Assignments & projects

- What is Social Media Marketing?
- Understanding Customer Persona
- Branding & Differentiation
- Why Do Brands Use Social Media?
- Building a Following & Engagement
- Lead Generation Through Social Media
- Generating Content Ideas
- Instagram for Brands:
 - ♦ Case Study: Analyzing 4 different brands (FMCG, Automobile, Fashion & Health).
 - ♦ Instagram Features for Business Growth.
 - ♦ Competitor Research & Content Strategy.
 - ♦ Instagram Metrics & Performance Analysis.
- YouTube for Branding:
 - ♦ Key Features for Brand Utilization.
 - ♦ Case Study: Content Strategy of Successful Brands.
- LinkedIn for Personal & Business Branding:
 - ♦ Optimizing Your LinkedIn Profile.
 - ♦ How to Generate Content Ideas for LinkedIn.
 - ♦ LinkedIn Features for Business Growth.
- Planning Social Media Content Across Platforms:
 - ♦ Creating Goal-Oriented Content Plans.
 - ♦ What is a Content Calendar?
 - ♦ Case Studies: Creating a content calendar for Instagram, YouTube & LinkedIn.

04 Business Analytics

Topics Covered

- Introduction to Business Analytics
- Essential Statistical Terms Explained
- Importance of Data Preparation
- Data Cleaning & Mapping
- Exploratory Data Analysis (EDA):
 - ♦ What is EDA & why it matters
 - ♦ Fundamentals of EDA
 - ♦ Hands-on EDA using industry tools
- Data Visualisation:
 - ♦ Fundamentals of Data Visualization.
 - ♦ Creating impactful charts & graphs.
 - ♦ Building dashboards for insights.

5 weeks

7 Live Projects

5 Assignments & projects

In today's
Digital World,
Data is Power



05 Entrepreneurship

Topics Covered

- Finding Market Gaps
- Generating Startup Ideas
- Building a Minimum Viable Product (MVP)
- Understanding the Lean Startup Model
- Exploring Business Models
- Business Planning 101
- Go-To-Market Strategies
- Revenue Generation Strategies
- Startup Marketing
- Customer Acquisition Strategies
- Investor Pitch Decks
- Understanding Funding & Valuation
- Applying to Incubators & Accelerators

5 weeks

7 Live Projects

5 Assignments & projects

Got a game-changing idea?

This module will help you turn it into reality!

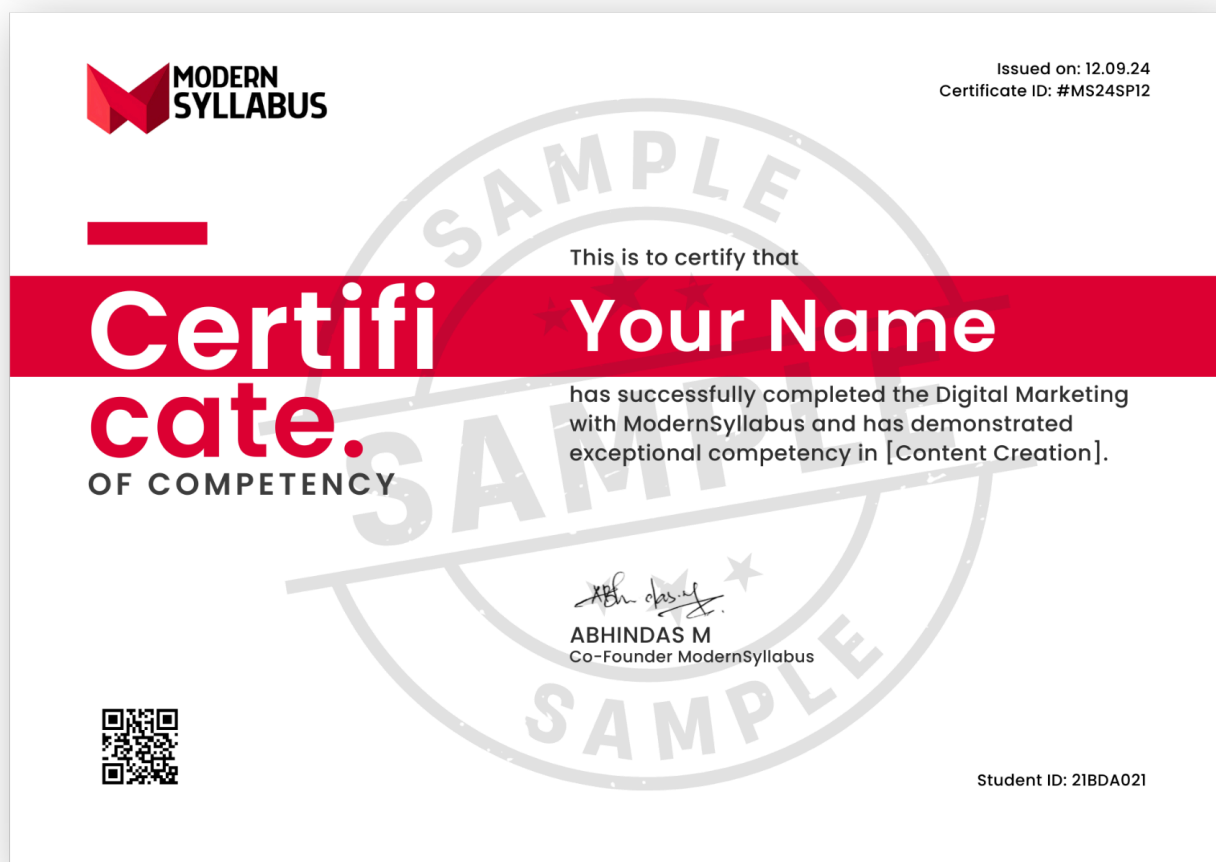
modersyllabus.com



Unlock Certificates & LORs

Complete each course and earn industry recognized Certificates of Participation & Competency proof of your skills and expertise.

Certificates



Certificates of Completion

CERTIFICATE OF COMPLETION

This is to proudly certify that

Your Name

has gained in depth knowledge, hands on expertise, and real world insights in Digital Marketing. This achievement showcases their dedication, skills, and readiness to excel in the industry.

Authorized Signatory



ABHINDAS M
Co-Founder ModernSyllabus



Jagadheesh
Co-Founder & COO



Issued on: 12.09.24
Certificate ID: #MS24SP12

LETTER OF RECOMMENDATION

To Whom It May Concern,

It is with great pleasure that we, at ModernSyllabus, recommend [Your Name] for their outstanding dedication and performance in the [Course Name] program. Throughout the course, they have exhibited exceptional skills in [Skill Area], actively participating in hands-on projects, live industry sessions, and collaborative learning experiences.

[Your Name] has demonstrated a strong analytical mindset, creativity, and the ability to apply theoretical concepts to real-world scenarios. Their proactive approach, problem-solving abilities, and eagerness to learn make them a valuable asset to any organization or academic institution.

We are confident that [Your Name] will bring the same level of passion, commitment, and excellence to their future endeavors. We highly recommend them for any opportunity that aligns with their skills and aspirations.

Should you require any further information, please do not hesitate to contact us.

Sincerely,



ABHINDAS M
Co-Founder ModernSyllabus



**Don't just scroll take control
of your career.**

**Join the Digital Marketing Launchpad and
turn your passion into success.**

modersyllabus.com

Let's make it happen!

