

Entrepreneurship Skills and Digital Marketing Strategies – 12-Week Lesson Plan

Course Overview

This course is designed to equip learners with entrepreneurial mindset, business planning skills, and essential digital marketing strategies. It covers goal setting, financial management, digital promotion techniques, SEO, social media marketing, paid advertising, and web analytics to help learners launch and scale their ventures successfully.

Week-wise Lesson Plan

Week 1: Understanding Entrepreneurship

- What is Entrepreneurship?
- Characteristics of Successful Entrepreneurs
- Types of Entrepreneurship (Startups, Social, Corporate, etc.)
- Identifying Business Opportunities

Week 2: Goal Setting and Systematic Planning for Entrepreneurship

- Importance of Goal Setting in Entrepreneurship
- SMART Goals Framework
- Developing an Actionable Business Plan
- Time Management & Productivity Tools

Week 3: Business Planning and Strategy for Entrepreneurship

- Business Model Canvas & Lean Startup Approach
- Market Research & Competitive Analysis
- Business Growth Strategies
- Funding & Investment Options for Startups

Week 4: Basics of Financial Management of a Newly Established Venture and Digital Entrepreneurship

- Budgeting & Cash Flow Management
- Revenue Models & Pricing Strategies
- Basics of Taxation & Compliance
- Digital Entrepreneurship & Online Business Models

📅 Week 5: Introduction to Digital Promotion Strategies

- Importance of Digital Marketing in Business Growth
- Traditional vs. Digital Marketing
- Digital Marketing Channels Overview
- Customer Journey & Online Engagement

📅 Week 6: Tools and Techniques for Digital Promotion

- Google My Business & Local SEO
- Email Marketing & Automation Tools
- Landing Pages & Lead Generation
- Growth Hacking Strategies

📅 Week 7: Content Marketing

- Role of Content in Digital Marketing
- Blogging & Article Writing for Business Growth
- Video Marketing & YouTube Strategies
- Podcasting & Audio Content Creation

📅 Week 8: Infographics Designing and Search Engine Optimization (SEO) Fundamentals

- Basics of Graphic Design for Digital Promotion
- Free & Paid Tools for Infographic Designing
- SEO Basics: On-Page & Off-Page SEO
- Keyword Research & Ranking Strategies

📅 Week 9: Social Media Platforms for Digital Outreach

- Choosing the Right Social Media Platforms
- Organic vs. Paid Social Media Strategies
- Community Building & Engagement Techniques
- Social Media Branding for Businesses

📅 Week 10: Paid Advertising on Social Media

- Introduction to Facebook & Instagram Ads

- LinkedIn & Twitter Ads for Business
- YouTube & Google Ads Fundamentals
- Budgeting & Optimizing Ad Campaigns

📅 Week 11: Web Analytics and Data-Driven Marketing

- Understanding Google Analytics & Search Console
- Measuring Website Performance & Traffic
- Customer Behavior & Data-Driven Decisions
- Conversion Rate Optimization (CRO)

📅 Week 12: Employability Prospects in Digital Publicity World

- Career Opportunities in Digital Marketing & Entrepreneurship
- Freelancing & Remote Work in Digital Marketing
- Personal Branding & Portfolio Development
- Final Course Summary & Certification Details

📌 Course Takeaways

- ✅ Build a strong entrepreneurial mindset & strategic planning skills
- ✅ Master digital marketing strategies for business growth
- ✅ Learn SEO, content marketing, and social media engagement
- ✅ Understand web analytics & data-driven decision-making
- ✅ Explore career and freelancing opportunities in digital marketing

Would you like to add hands-on projects, quizzes, or case studies to this course? 😊