THE LEARNING STAGE
WHERE YOUR SKILLS REALLY MATTER

PROGRAM CURRICULUM · 2 MONTHS

Digital Marketing

Learn digital marketing by doing it. You'll plan a campaign, write content, set up social and search ads, and read the analytics to see what worked — the exact loop marketing teams run every week. Everything is beginner-friendly and built around small, real projects.

DURATION
2 months · Training + Internship

FORMAT
Mentor-led + full LMS access

PROJECTS
5+ live, deployed projects

CERTIFICATE
Verifiable on completion

Program overview

Learn digital marketing by doing it. You'll plan a campaign, write content, set up social and search ads, and read the analytics to see what worked — the exact loop marketing teams run every week. Everything is beginner-friendly and built around small, real projects.

How the two months work

MONTH 1 · TRAINING

Learn by building

Hands-on, mentor-led sessions. You work through the curriculum and build the core project.

MONTH 2 · INTERNSHIP

Apply it on real work

You apply it on real work, reviewed by the same mentors, and finish with something you can show.

Who it's for & prerequisites

WHO SHOULD JOIN

- Students & early-career builders — any branch — great for business & management
- Run real campaigns across SEO, social and ads — and read what actually works.
- Anyone who wants job-ready, portfolio-backed skills

PREREQUISITES

- **Beginner-friendly** — starts from fundamentals
- No prior experience required; basic laptop comfort helps
- A laptop, internet, and time to practise between sessions

The skills you'll walk away with

Marketing Basics | SEO & Content | Social & Ads | Analytics

Exact libraries and tools are kept current and beginner-friendly; the concepts transfer across the field.

What you'll master

Marketing Basics	Audience, message and channels.
SEO & Content	Get found and write what ranks.
Social & Ads	Post, boost and run simple ads.
Analytics	Read the numbers and improve.

By the end, you will be able to

- **Marketing Basics** — Audience, message and channels.
- **SEO & Content** — Get found and write what ranks.
- **Social & Ads** — Post, boost and run simple ads.
- **Analytics** — Read the numbers and improve.
- Finish with **5+ portfolio projects** and a capstone you can show in interviews

Training curriculum — topics & what you'll do

Hands-on, mentor-led sessions. You work through the curriculum and build the core project. Lesson counts are shown per module; your mentor keeps the pace friendly for every level.

1 Marketing Foundations

6 lessons

- Who your audience is
- Crafting a clear message
- Choosing the right channels
- Setting simple goals

2 SEO & Content

6 lessons

- How search works
- Keywords for beginners
- Writing a blog that ranks
- On-page basics

3 Social Media

6 lessons

- Planning a content calendar
- Writing posts that get engagement
- Basic design with Canva
- Growing a page

4 Paid Ads

6 lessons

- How ad auctions work
- Setting up a simple ad
- Targeting the right people
- Reading ad results

5 Analytics & Capstone

6 lessons

- Google Analytics basics
- Which numbers matter
- A/B testing simply
- **Capstone.** a full mini-campaign

Month 2 — the internship

Real work, same mentors, something to show

With the training behind you, month 2 puts your skills to work on real, scoped tasks. The same mentors who taught you now review your work — and you finish with a shippable project and a verifiable certificate tied to it.

YOU DO	MENTORS DO	YOU FINISH WITH
Apply your skills on real, guided work.	Review your work regularly and unblock you.	A project you can show and a certificate you can verify.

Projects you'll build

Hands-on builds across the program — each one portfolio-ready. Your capstone ties it all together.

Content Calendar

Plan a full month of social posts for a small brand.

Social · Canva · Sheets

SEO Blog Post

Write a blog post built around a real search term people type.

SEO · Docs

Social Media Page

Set up a themed page and grow it over a few weeks.

Instagram · Canva

First Ad Campaign

Launch a small, budget-friendly ad and read the results yourself.

Meta Ads · Ads Manager

Campaign Report

Pull your numbers into one clear, simple report.

Analytics · Sheets

Your tools & tech

Social · Canva · Sheets · SEO · Docs · Instagram · Meta Ads · Ads Manager · Analytics

These are the core tools you'll use across the projects. Your mentor confirms the exact versions on day one.

What you'll need

BRING

- A laptop (4 GB RAM or more) and its charger
- A stable internet connection
- A few hours to practise between sessions

PROVIDED

- Full LMS access & starter files
- Mentor support throughout
- A verifiable certificate on completion

Getting set up

Everything you need is free or provided. Your mentor shares the exact tools to install and any starter files in your welcome email — so you're ready from day one, with nothing to buy.

Reserve your place

Confirm your seat today with the registration fee. It holds your place and counts towards your program fee.

Registration fee

reserves your seat

Pay the one-time **registration fee** to lock in your place. It counts towards your program fee — not an extra charge — and the balance is confirmed when you enrol. Payments are secure, and your seat is booked the moment it clears.

Choose your plan

Core

The full two months, training and internship.

- Month 1 — full training curriculum
- Month 2 — internship on real work
- Verifiable certificate

Pro POPULAR

The same two months, with more mentor time.

- Everything in Core
- Extended mentor sessions
- Project review before demo

Your certificate

A verifiable certificate of completion

Finish the program and you receive a certificate tied to the projects you built and their live links — independently checkable at **thelearningstage.in/verify**, so it holds up when a recruiter looks it up.

Enrol in five steps

1. Visit **thelearningstage.in** and open the **Digital Marketing** program.
2. Choose your plan — **Core** or **Pro**.
3. Confirm your seat with the **registration fee** — it counts towards your program fee.
4. Get your welcome email with **LMS access** and your start date.
5. Join Month 1 training, then move into your Month 2 internship.

Eligibility

OPEN TO

- Students & early-career builders — any branch — great for business & management
- No prior experience required

YOU'LL NEED

- A laptop and reliable internet
- A few hours to practise between sessions

Companies hiring for these skills

zomato · SWIGGY · NYKAA · dentsu · groupm · accenture · BYJU'S · meesho

These employers actively hire for skills like the ones this program builds — a signal of demand, not partners of The Learning Stage and not a placement guarantee. The program gives you the shippable skills and portfolio that make you a stronger candidate.

Frequently asked questions

Do I need any experience?

None at all. This program is designed for beginners and builds up one small, real project at a time.

Will I spend money on ads?

The ad project uses a tiny optional budget; we also show how to practise without spending. You'll learn the mechanics either way.

Will I get a certificate?

Yes — a verifiable certificate tied to your campaign work.

Which companies hire for this?

Digital marketing roles are everywhere, from startups to big brands. The logos shown are examples of employers actively recruiting for these skills.

Ready to start? 🚀

Two months from now, you could have real, shippable skills, a portfolio of projects, and a certificate to prove it. Come learn the way real teams work.

Enrol at thelearningstage.in · support@thelearningstage.in · +91 96527 16677

Curriculum is indicative and may be refined to suit the cohort. Fees and plans current at time of print. © 2026 The Learning Stage.