



**LOGIX College**

**Social Media Marketing &  
Freelancing**  
Duration: 3 Month  
Week Plan



**Prepared By**

RESEARCH & DEVELOPMENT  
DEPARTMENT (R&D)

# Topics to Be Covered

## Module-I Week 1 (HTML)/HTML5

1.	<ul style="list-style-type: none"><li>○ Brief Introduction of College</li><li>○ Brief Introduction of Course</li></ul>	
2.	<ul style="list-style-type: none"><li>○ Define Marketing</li><li>○ History of Marketing</li><li>○ Define SMM</li></ul>	<ul style="list-style-type: none"><li>○ Scope of SMM</li><li>○ Benefits of SMM</li></ul>
3.	<ul style="list-style-type: none"><li>○ Popular SMM Platforms</li><li>○ Graphics tool (Canva)</li><li>○ How to create new account on Canva</li><li>○ Features of Canva</li></ul>	
4.	<ul style="list-style-type: none"><li>○ Define brand color psychology</li><li>○ Fb cover</li></ul>	<ul style="list-style-type: none"><li>○ Logo</li></ul>
5.	<ul style="list-style-type: none"><li>○ Sign up Facebook account</li><li>○ Setting of Facebook account</li><li>○ Advance Settings</li></ul>	<ul style="list-style-type: none"><li>○ Post</li></ul>

### Assessment # 1

## Week 2

6.	<ul style="list-style-type: none"><li>○ How to create fb professional page</li><li>○ Branding (logo + Page Cover)</li></ul>	<ul style="list-style-type: none"><li>○ Page Settings</li></ul>
7.	<ul style="list-style-type: none"><li>○ Fb / Insta Story</li><li>○ What's app status</li><li>○ Meme</li><li>○ Pic editing</li></ul>	
8.	<ul style="list-style-type: none"><li>○ ad copy with hashtags</li></ul>	<ul style="list-style-type: none"><li>○ CTA</li></ul>

	<ul style="list-style-type: none"> <li>○ Post/text/video</li> </ul>	<ul style="list-style-type: none"> <li>○ Cv/Resume</li> </ul>
9.	<ul style="list-style-type: none"> <li>○ Cards</li> <li>○ Banner</li> </ul>	
10.	<ul style="list-style-type: none"> <li>○ Presentation design</li> <li>○ Video</li> <li>○ Fb Page Advance Settings</li> </ul>	
<b>Week 3</b>		
11.	<ul style="list-style-type: none"> <li>○ Messenger</li> <li>○ Advance settings</li> </ul>	
12.	<ul style="list-style-type: none"> <li>○ Advance settings</li> </ul>	
13.	<ul style="list-style-type: none"> <li>○ Meta Fb ad library</li> <li>○ Page Transparency</li> </ul>	<ul style="list-style-type: none"> <li>○ Fb/ Instagram ad</li> </ul>
14.	<ul style="list-style-type: none"> <li>○ Fb/Instagram Ad</li> <li>○ Ad copy</li> <li>○ Organic Reach tips</li> </ul>	<ul style="list-style-type: none"> <li>○ Hash Tags</li> <li>○ CTA</li> <li>○ Content</li> </ul>
15.	<ul style="list-style-type: none"> <li>○ Print on demand websites</li> <li>○ Teespring</li> <li>○ Pinterest</li> <li>○ Etsy etc.</li> </ul>	<ul style="list-style-type: none"> <li>○ How to create content and sell</li> </ul>
<b>Week 4</b>		
16.	<ul style="list-style-type: none"> <li>○ Website (wix)</li> </ul>	
17.	<ul style="list-style-type: none"> <li>○ Blog</li> </ul>	
18.	<ul style="list-style-type: none"> <li>○ Ecommerce Store</li> </ul>	
19.	<ul style="list-style-type: none"> <li>○ Ecommerce Store / Mobile Version</li> </ul>	
20.	<ul style="list-style-type: none"> <li>○ Domain vs hosting</li> <li>○ Websites</li> </ul>	

**Assessment # 2****Week 5**

21.	<input type="radio"/> Twitter/ Professional Account	
22.	<input type="radio"/> Twitter settings	
23.	<input type="radio"/> Options	
24.	<input type="radio"/> Marketing	
25.	<input type="radio"/> Ads	

**Week 6**

26.	<input type="radio"/> What's app Business Account	
27.	<input type="radio"/> Video Editing	
28.	<input type="radio"/> Video Editing	

**Assessment # 3**

29.	<input type="radio"/> Video Editing Tools	
30.	<input type="radio"/> Video Editing	

**Week 7**

31.	<input type="radio"/> Pinterest	
32.	<input type="radio"/> Pinterest Settings <input type="radio"/> Pinterest Business Professional Account	<input type="radio"/> Settings
33.	<input type="radio"/> Design Pins <input type="radio"/> Research	
34.	<input type="radio"/> Create Pins <input type="radio"/> Create Pins	

35.	<ul style="list-style-type: none"> <li>○ Pinterest Trends</li> <li>○ Pinterest Advertising</li> </ul>	
<b>Week 8</b>		
36.	<ul style="list-style-type: none"> <li>○ Meta Facebook Shop</li> <li>○ Adding Catalogues in Commerce Manager</li> </ul>	
37.	<ul style="list-style-type: none"> <li>○ Meta Facebook Business Suite</li> <li>○ Settings</li> </ul>	
38.	<ul style="list-style-type: none"> <li>○ Meta Facebook Ad Manager</li> </ul>	
39.	<ul style="list-style-type: none"> <li>○ Understanding Ads Manager</li> <li>○ Facebook: Linking Payment Method and Address in Ads Manager</li> </ul>	<ul style="list-style-type: none"> <li>○ Facebook: Understanding Facebook Ads Objectives</li> </ul>
40.	<ul style="list-style-type: none"> <li>○ Creating an Ad Campaign with Traffic Objective</li> <li>○ Creating an Ad Campaign with Lead Generation Objective</li> <li>○ Reviewing the Performance of Ads</li> </ul>	
<b>Assessment # 4</b>		
<b>Week 9</b>		
41.	<ul style="list-style-type: none"> <li>○ Understanding Facebook Audiences</li> <li>○ Creating Custom Audiences</li> </ul>	<ul style="list-style-type: none"> <li>○ Creating Lookalike Audiences</li> <li>○ Creating Facebook Conversion Ads</li> </ul>
42.	<ul style="list-style-type: none"> <li>○ Facebook: Overview of Ads &amp; Creative Reporting</li> <li>○ Facebook: Overview of Account Quality</li> <li>○ Facebook: Overview of Meta Ads Manager Mobile App</li> </ul>	

	<ul style="list-style-type: none"> <li>○ Facebook Groups: What are Facebook Groups and how to Create a Group</li> </ul>
43.	<ul style="list-style-type: none"> <li>○ Facebook Group Set Up and Advance Settings</li> <li>○ Group Types &amp; its Features</li> <li>○ Overview of Group Tabs &amp; Roles</li> <li>○ Types of Facebook Projects in the Freelancing World</li> </ul>
44.	<ul style="list-style-type: none"> <li>○ Instagram &amp; Instagram Marketing</li> </ul>
45.	<ul style="list-style-type: none"> <li>○ YouTube</li> </ul>

### Assessment # 5

#### Week 10 Freelancing

46.	<ul style="list-style-type: none"> <li>○ Fiverr Affiliate</li> </ul>
47.	<ul style="list-style-type: none"> <li>○ Fiverr Affiliate</li> </ul>
48.	<ul style="list-style-type: none"> <li>○ Freelancer</li> </ul>
49.	<ul style="list-style-type: none"> <li>○ Freelancer</li> </ul>
50.	<ul style="list-style-type: none"> <li>○ How to find local Projects?</li> </ul>

### Assessment # 6

#### Week 11

51.	<ul style="list-style-type: none"> <li>○ Fiverr</li> </ul>
52.	<ul style="list-style-type: none"> <li>○ Fiverr</li> </ul>
53.	<ul style="list-style-type: none"> <li>○ Upwork</li> </ul>
54.	<ul style="list-style-type: none"> <li>○ Upwork</li> </ul>
55.	<ul style="list-style-type: none"> <li>○ Upwork</li> </ul>

#### Week 12

56.	<ul style="list-style-type: none"> <li>○ google my business profile</li> </ul>
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### Assessment # 7

57.	<input type="radio"/> Linked in	
58.	<input type="radio"/> Linked in	
59.	<input type="radio"/> Google ads	
60.	<input type="radio"/> Google ads	

**Assessment # 8**

**Final Project & Final Term Paper**

***Dear Students,***

May you have a wonderful future filled with blessings and success. I wish you all the good luck in the field of Life.

Always choose to be positive and optimistic over being negative and pessimistic.