



LOGIX College

Freelancing & Social Media Marketing

Duration: 3Month

Week Plan



Prepared By

RESEARCH & DEVELOPMENT
DEPARTMENT

Topics to Be Covered

Module-I Week 1 (HTML/HTML5)

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

Assessment # 1

Week 2

6.	<ul style="list-style-type: none"> ○ How to create fb professional page ○ Branding (logo + Page Cover) 	<ul style="list-style-type: none"> ○ Page Settings
7.	<ul style="list-style-type: none"> ○ Fb / Insta Story ○ What's app status 	<ul style="list-style-type: none"> ○ Memos ○ Pic editing
8.	<ul style="list-style-type: none"> ○ Ad copy with Hashtags ○ Post/text/video 	<ul style="list-style-type: none"> ○ CTA ○ CV/ Resume
9.	<ul style="list-style-type: none"> ○ Cards 	<ul style="list-style-type: none"> ○ Banner

10.	<ul style="list-style-type: none"> ○ Presentation design ○ Video 	<ul style="list-style-type: none"> ○ Fb Page Advance Settings
Week 3		
11.	<ul style="list-style-type: none"> ○ Messenger ○ Advance settings 	
12.	<ul style="list-style-type: none"> ○ Advance settings 	
13.	<ul style="list-style-type: none"> ○ Meta Fb ad library ○ Page Transparency 	<ul style="list-style-type: none"> ○ Fb/ Instagram ad
14.	<ul style="list-style-type: none"> ○ Fb/Instagram Ad ○ Ad copy ○ Organic Reach tips 	<ul style="list-style-type: none"> ○ Hash Tags ○ CTA ○ Content
15.	<ul style="list-style-type: none"> ○ Print on demand websites ○ Teespring ○ Pinterest ○ Etsy etc. 	<ul style="list-style-type: none"> ○ How to create content and sell
Week 4		
16.	<ul style="list-style-type: none"> ○ Website (wix) 	
17.	<ul style="list-style-type: none"> ○ Blogging 	
18.	<ul style="list-style-type: none"> ○ Ecommerce Store 	
19.	<ul style="list-style-type: none"> ○ Mobile Version 	
20.	<ul style="list-style-type: none"> ○ Domain vs hosting 	<ul style="list-style-type: none"> ○ Websites
Assessment # 2		
Week 5		
21.	Twitter/ Professional Account	
22.	<ul style="list-style-type: none"> ○ Twitter settings 	
23.	<ul style="list-style-type: none"> ○ Twitter Branding 	<ul style="list-style-type: none"> ○ Twitter Hash tags
24.	<ul style="list-style-type: none"> ○ Marketing 	

25.	<ul style="list-style-type: none"> ○ Ad Manager ○ Ad Strategies 	
Week 6		
26.	<ul style="list-style-type: none"> ○ What's app Business Account 	
27.	<ul style="list-style-type: none"> ○ Video Editing Cap Cut 	
28.	<ul style="list-style-type: none"> ○ Basic to Advance 	
Assessment # 3		
29.	<ul style="list-style-type: none"> ○ Video Editing Tools 	
30.	<ul style="list-style-type: none"> ○ Video Editing 	
Week 7		
31.	<ul style="list-style-type: none"> ○ Pinterest 	
32.	<ul style="list-style-type: none"> ○ Pinterest Settings ○ Pinterest Business Professional Account 	<ul style="list-style-type: none"> ○ Pinterest Jobs in Freelancing ○ Pinterest trends
33.	<ul style="list-style-type: none"> ○ Design Pins ○ Research 	<ul style="list-style-type: none"> ○ Organic reach vs Paid reach
34.	<ul style="list-style-type: none"> ○ Create Pins ○ Create Pins 	
35.	<ul style="list-style-type: none"> ○ Pinterest Trends ○ Pinterest Advertising 	
Week 8		
36.	<ul style="list-style-type: none"> ○ Meta Facebook ○ Organic Facebook Strategies 	
37.	<ul style="list-style-type: none"> ○ Meta Facebook Business Suite Settings 	<ul style="list-style-type: none"> ○ Add & remove pages / Assign role
38.	Meta Facebook Ad Manager Setup and Setting	
39.	<ul style="list-style-type: none"> ○ Understanding Ads Manager ○ Facebook: Linking Payment Method and 	<ul style="list-style-type: none"> ○ Facebook Ads Objectives

	Address in Ads Manager	
40.	<ul style="list-style-type: none"> ○ Creating an Ad Campaign with Traffic Objective/ Lead Generation Objective ○ Reviewing the Performance of Ads ○ Engagement reach ○ Brand Awareness 	
Assessment # 4		
Week 9		
41.	<ul style="list-style-type: none"> ○ Understanding Facebook Audiences ○ Creating Custom Audiences 	<ul style="list-style-type: none"> ○ Creating Lookalike Audiences ○ Creating Facebook Conversion Ads
42.	<ul style="list-style-type: none"> ○ Facebook: Overview of Ads & Creative Reporting ○ Facebook: Overview of Account Quality ○ Facebook: Overview of Meta Ads Manager Mobile App ○ Facebook Groups: What are Facebook Groups and how to Create a Group 	
43.	<ul style="list-style-type: none"> ○ Facebook Group Set Up and Advance Settings ○ Group Types & its Features ○ Overview of Group Tabs & Roles ○ Types of Facebook Projects in the Freelancing World 	
44.	○ Instagram & Instagram Marketing	
45.	○ YouTube	
Assessment # 5		
Week 10 Freelancing		
46.	○ Fiverr Affiliate	
47.	○ Fiverr Affiliate	
48.	○ Freelancer	
49.	○ Freelancer	
50.	○ How to find local Projects?	
Assessment # 6		

Week 11

51.	<input type="radio"/> Fiverr
52.	<input type="radio"/> Fiverr
53.	<input type="radio"/> Upwork
54.	<input type="radio"/> Upwork
55.	<input type="radio"/> Upwork

Week 12

56.	<input type="radio"/> Google my business profile
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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.