



ALL PAKISTAN MEMON FEDERATION  
I.T. COMMITTEE

ADMISSION  
OPEN

# DIGITAL & SOCIAL MARKETING *with AI & Freelancing*

## Mastery

From Beginner to Pro – Master the Digital Game.



CLASS TIMING  
**11AM TO 3PM**



COURSE DURATION  
**19 WEEKS**



COURSE HOURS  
**75 HOURS**



apmfitc [apmfitc.edu.pk](http://apmfitc.edu.pk)



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Memon Federation House, Farooq Motlani Road Near Islamia College, Karachi



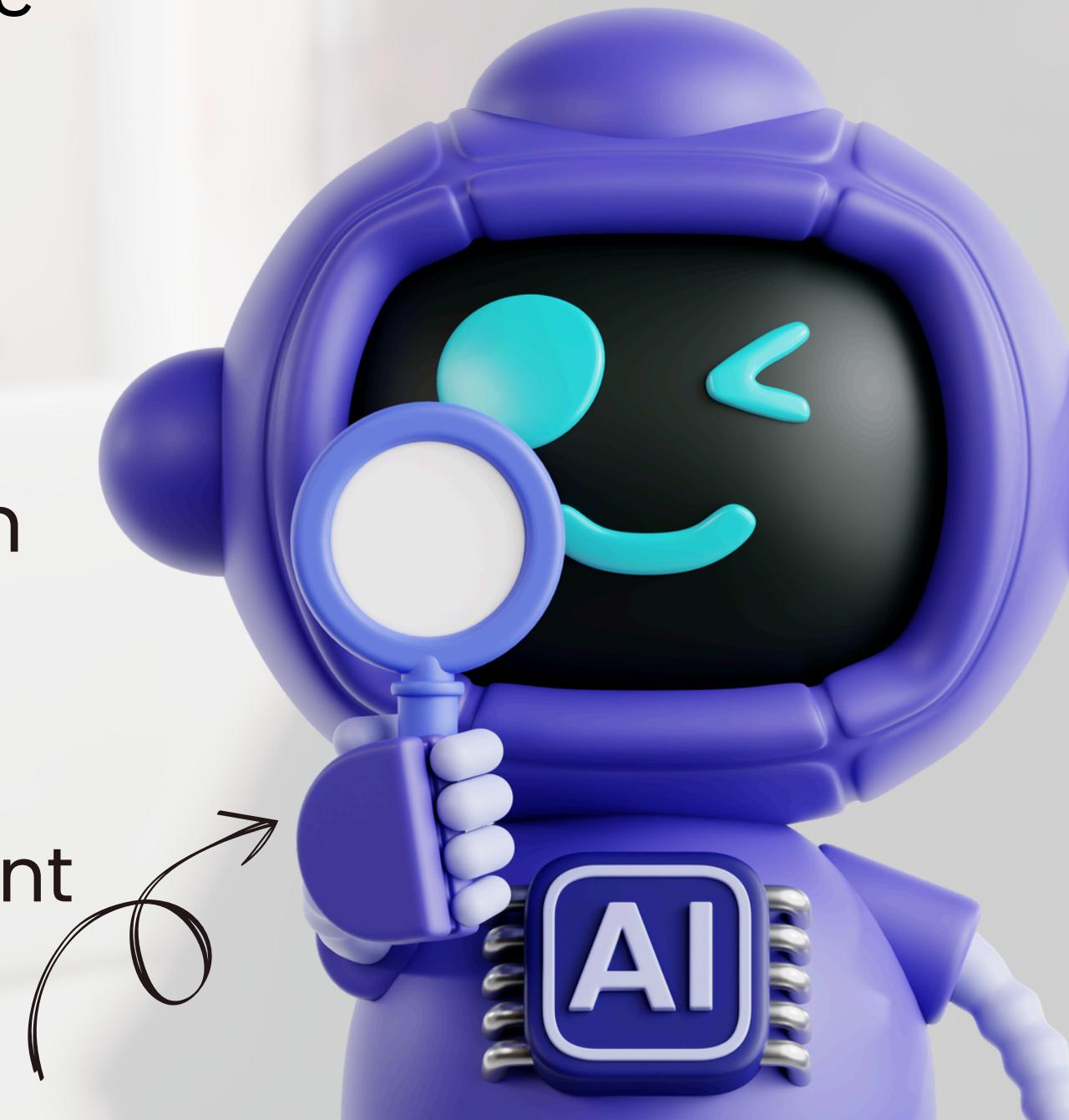
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### **COURSE OUTLINE SUMMARY**

#### **Beginner to Intermediate Level (Weeks 1-4)**

- Week 1: Digital Marketing Introduction
- Week 2: AI Video & Voice Tools
- Week 3: AI Design Tools
- Week 4: AI for Social Media Management





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### **Beginner to Intermediate Level (Weeks 5-10)**

- Week 5: Facebook Marketing
- Week 6: Instagram Marketing
- Week 7: Twitter (X), LinkedIn & TikTok
- Week 8: Marketing & Analytical Tools
- Week 9: Google Ads & Performance Marketing
- Week 10: Google Ads Deep Dive





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### **Module 2 - Advanced Business Growth & Strategy (Weeks 11-15)**

- Week 11: Website Design & E-commerce
- Week 12: Freelancing Fundamentals
- Week 13: Advanced Google Ads & SEO
- Week 14: AI for Predictive & Automated Marketing
- Week 15: Financial & Legal Management





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### Key Upgrades in This Version

- Short-form content mastery
- Latest AI tools
- Advanced SEO
- Ads Compliance
- No Extra Hours

