



AFFILIATE MARKETING (Diploma)

Duration: 6 Months

Eligibility: 10th / 12th Pass, Mode: Theory+ Practical+LivePlatformPractice

Module 1 – Introduction to Affiliate

1- Marketing

- What is AffiliateMarketing?
- How Affiliate Marketing Works
- Affiliate vs Digital Marketing
- Affiliate Networks Overview
- Amazon
- Flipkart
- ClickBank
- Meesho
- Commission Structure

Module 2 – Niche Selection & Product Research

- What is Niche?
- Profitable Niche Selection
- Product Research
- Market Research
- Competitor Analysis
- Trending ProductFinding

Module 3 – Website & Blog Setup

- Introduction to Blogging
- Domain & Hosting
- WordPress Installation
- Affiliate Website Setup
- Landing Page Creation
- Content Posting

Module 4 – Traffic Generation

- SEO Basics
- Keyword Research

- Social Media Marketing
- YouTube Marketing
- WhatsApp Marketing
- Facebook & Instagram Promotion

Module 5 – Paid Advertising

- Introduction to Google Ads
- Facebook Ads Basics
- Creating Ad Campaign
- Budget Planning
- ROI Calculation

Module 6 – Analytics & Optimization

- Tracking Links
- Google Analytics Basics
- Conversion Tracking
- CTR, CPC, CPA Concepts
- Scaling Strategy
- Email Marketing Basics

Practical Work

- Create Affiliate Account
- Setup Blog or Social Page
- Product Promotion
- Traffic Report
- Mini Income Case Study
- Final Presentation & Viva

Examination Pattern

- Theory – 50 Marks
- Practical – 50 Marks
- Project – 50 Marks
- Viva – 50 Marks

Career Opportunities

- Affiliate Marketer
- Digital Promoter
- Blogger YouTube
- Affiliate Creator
- Freelance Marketer
- Online Business Owner

