

FULL CURRICULUM • 2026

Instagram Content Creation

Turn your phone and your ideas into an income.

Every module, every lesson — the complete syllabus, end to end.

6

MODULES

60

LESSONS

3

MONTHS

₹11,800

FULL PROGRAMME

What this course covers

1

Level 1 • Beginner

Foundation • Content creation strategy

1 month • 2 modules • 21 lessons • ₹3,000

2

Level 2 • Intermediate

Engagement & growth essentials • Advanced growth tactics

1 month • 2 modules • 19 lessons • ₹3,800

3

Level 3 • Advanced

Monetization and creator mindset • Real life challenges & practical skills

1 month • 2 modules • 20 lessons • ₹5,000

The whole journey

This is the complete syllabus for Instagram Content Creation — 6 modules and 60 lessons, in the order you will learn them. The level markers show how far each stage carries you, but the curriculum runs as one continuous path from the first lesson to the last.

1

LEVEL 1

Beginner

Foundation · Content creation strategy

1 month · 2 modules · 21 lessons · ₹3,000



1. Foundation

11 lessons

- Course Overview
- Realistic Growth Expectations
- Common beginner Mistakes
- Why instagram matters
- Creator Economy
- Finding your WHY ?
- Overcoming Fear of what people will think
- Unique voice & Niche
- Target Audience
- Personal Branding
- Optimizing Insta Profile



2. Content creation strategy

10 lessons

- Insta Content Format
- Content pillar
- Storytelling for insta
- Hooks for insta
- Endless Content Ideas
- Batching and Planning Content
- Role of Aesthetics
- Editing Basics
- Music, captions and Transitions
- Avoiding Perfectionism

2

LEVEL 2

Intermediate

Engagement & growth essentials · Advanced growth tactics

1 month · 2 modules · 19 lessons · ₹3,800



3. Engagement & growth essentials

9 lessons

- Instagram Algorithm
- Captions
- Hashtags
- Posting Frequency
- Engaging audience
- Insta Stories
- Going Live
- Hate Comments
- Building Resilience

4. Advanced growth tactics

10 lessons

- Collabs & Shoutouts
- Leveraging Trends
- Discovered on Insta
- Cross Promotion
- Analytics
- Viral content
- Growth Plateaus
- Authority Content
- Experimenting Formats
- Sustainable Growth

3

LEVEL 3

Advanced

Monetization and creator mindset · Real life challenges & practical skills

1 month · 2 modules · 20 lessons · ₹5,000

5. Monetization and creator mindset

10 lessons

- Ways to earn
- Media Kit
- Pitching insta
- long term Collab
- diversifying Income
- Creative Burnout
- Creator's Time Management
- Healthy Boundaries
- Comparing online
- Instagram Future

6. Real life challenges & practical skills

10 lessons

- Fear of being judged
- Navigating Feedback
- Slow engagement
- Consistency
- Maintaining Authenticity
- Reignite Inspiration
- Video and Audio Essentials
- Thumbnails
- Mental health for creators
- The long game

Certificates & what comes next

You receive a certificate at the end of every level you finish. Join for a single level or the full programme — the choice is yours. Learners who stand out may be invited to work on live client projects as interns; these places are merit-based, limited, and depend on projects being available.