

FULL CURRICULUM • 2026

Performance Marketing

Spend a rupee, make three. Learn ads that pay.

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

9

MODULES

42

LESSONS

5

MONTHS

₹20,000

FULL PROGRAMME

What this course covers

1

Level 1 • Beginner

Intro • Google Ads • Meta Ads

1 month • 3 modules • 27 lessons • ₹5,000

2

Level 2 • Intermediate

Linkedin Ads • Twitter X Ads • CRO

2 months • 3 modules • 6 lessons • ₹6,500

3

Level 3 • Advanced

Ecommerce with Performance Marketing • Google Analytics • How to create winning ads?

2 months • 3 modules • 9 lessons • ₹8,500

The whole journey

This is the complete syllabus for Performance Marketing — 9 modules and 42 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

Intro · Google Ads · Meta Ads

1 month · 3 modules · 27 lessons · ₹5,000

1. Intro

4 lessons

- Intro to Performance Marketing
- Intro - Metrics
- Intro - Different Ways of Performance Marketing
- Intro Key Observations

2. Google Ads

15 lessons

- Introduction to Google ads
- Video ads 2
- How Google ads Work
- Display Ads
- Google Ads Setup and Dashboard View
- Performance Max
- Tool Keyword Planner
- App Ads
- Keyword Match Types
- Assets
- Search Ads
- Reporting and Analysis (Live Data)
- Search Ads 2
- Reproting and Analysis (Live Data)
- Video ads 1

3. Meta Ads

8 lessons

- Meta ads Introduction
- Meta Ads Traffic ads part 3
- Meta Ads Dashboard
- Meta Ads Creative Hub and Commerce Manager
- Meta Ads Traffic ad part 1
- Meta Ads Reporting and Analysis
- Meta Ads Traffic ads part 2
- Adv Shopping Campaign on Meta Ads

2

LEVEL 2

Intermediate

Linkedin Ads · Twitter X Ads · CRO

2 months · 3 modules · 6 lessons · ₹6,500

- **4. LinkedIn Ads** 2 lessons
 - LinkedIn Ads
 - LinkedIn Ads Dashboard
- **5. Twitter X Ads** 2 lessons
 - Twitter Ads
 - Twitter Ad creation
- **6. CRO** 2 lessons
 - 7 CRO
 - Microsoft Clarity

3

LEVEL 3

Advanced

Ecommerce with Performance Marketing · Google Analytics · How to create winning ads?

2 months · 3 modules · 9 lessons · ₹8,500

- **7. Ecommerce with Performance Marketing** 3 lessons
 - Ecommerce and D2C performance marketing
 - Ecommerce and D2C - Google Shopping ads
 - Scaling on Ecommerce and D2C
- **8. Google Analytics** 4 lessons
 - GA Intro
 - GA Settings
 - GA Reports
 - GA Explore and Advertising
- **9. How to create winning ads?** 2 lessons
 - Ads That Scale Part 1
 - Ads that Scale part 2

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.