Course Outline

Brand Foundation & Promotional Design
Mentor:Naymul Hasan

Class 01: Explanation of a Brand	• Brand Formation • Understanding Brand Structure • How to promote the brand professionally
Class 02: Brand Material Design	• Explanation of brand identity • Importance of brand style guide • How to design professional brand materials
Class 03: Fundamental Principle of Graphic Design	• Color theory. • 60-30-10 rules. • Typography standards
Class 04: Promotional Banner Using Canva	• Introduction of the Canva platform • Promotional Banner Desing in Canva
Class 05: Basic Photo Editing Using Photoshop	• Introduction to Photoshop • Color correction • Spot removal
Class 06: Product Background Removal	• Use of selection • Background removal Basics

Course Outline

Brand Foundation & Promotional Design

Class 07: Refine and Masking in Photoshop	• Background removal Advanced. • Use of refined edge brush tools
Class 08: Promotional Banner Using Photoshop	• Banner design with recommended dimensions. • Promotional banner using product photo

Mystery On Social Media Marketing
Mentor:Rajib Kumar Bormon

Class 01: Introduction to Facebook Marketing And Pages Setup	• What is Facebook Paid Marketing? • Why does your business need Facebook Marketing? • Content Planning for Facebook Ad Funnel. • Creating Facebook Professional mode Page
Class 02: Introduction to Facebook Marketing And Pages Setup	• Creating a Facebook Business Manager Account. • Managing Your Business Manager Account. • Facebook Ad Manager A to Z. • Facebook Ad Account Uses and Limitations. • Facebook Payment Gateway. • Own Content Planning for Facebook Ad Funnel

Course Outline

Mystery On Social Media Marketing

Class 03: Introduction to Facebook Marketing And Pages Setup	• Facebook Campaign Objective • What is AD SET & ADS • FIRST Facebook Ad Campaign • How to AD SET & ADS Work
Class 04: Facebook Ads Live Campaign with Details Targeting	• Discuss about Facebook's detailed targeting • Run First Facebook Ad Campaign with detailed targeting
Class 05: Facebook Ads Live Campaign with Details Targeting	• Facebook Pixel Explanation • Understanding Google Tag Manager • Set up Facebook Pixel with Google Tag Manager • Event Setup • Custom Audience • Lookalike Audience • Re-targeting Audience
Class 06: Facebook Ads Live Campaign with Details Targeting	• Introduction to Facebook Ads for E-Commerce • Setup Facebook Shop • Introduction to Conversion Ads • Run Conversion Ads from Shop.
Class 07: Facebook Ads Live Campaign with Details Targeting	• Importance of Dynamic Facebook Ads. • Setup Facebook Dynamic Ads for E-Commerce • Setup Catalogues & Feeds Ads • Setup Collection Ads For E-commerce

Course Outline

Mystery On Social Media Marketing

Class 08: Facebook Ads Live Campaign with Details Targeting	• Instagram Marketing Overview • Profile Setup and Customizations • Instagram Business Profile • Content Creation • Repost, Mention, Hashtags & Stories • Reposting Method, Analytics • Instagram Paid Marketing
Class 09: Facebook Ads Live Campaign with Details Targeting	• Understanding Sales Funnel • Stages of Facebook Ads Funnel • Content strategies of different funnel states • Create Facebook Sales Funnel for you or your client • Facebook Sales Funnel Optimization
Class 10: Facebook Paid Marketing Discussion and Make Ads Report	

CMS & E-Commerce Management

Mentor:Farid Ul Islam Rony

Class 01: WordPress Setup and Dashboard	• Why WordPress • Local Server & Live Server • Admin Panel A to Z

Course Outline

CMS & E-Commerce Management

Class 02: Theme Customization	• Theme Setup • Details about Post, Category, Tags, Thumbnails • Page Creation • Theme Customization • Menu Setup • Header & Footer
Class 03: Page Builder	• Gutenburg Page Builder • Create a Landing page design with a page builder
Class 04: E-commerce Theme Setup	• Upload paid theme • Woocommerce Plugin Setting • Payment Gateway • Shipping • Cart page and checkout page
Class 05: Woocommerce Product Management	• Different Kinds of Product Setup • Products and Variant Swatches • Product Category Setup
Class 06: Build E-commerce Website	• Shop Page Decoration • Category Page Decoration • Products and Variant Swatches • Design pages with Elementor / WP Bakery Page Builder
Class 07: Review E-commerce Website	• Mega Menu Design • Order Management • Furnish the E-commerce Decoration • Live in Server
Class 08: Review E-commerce Website	• Optimization • Speedup • Security