

CCC + English Speaking + Digital Marketing Fast Track

Build Computer Skills. Communicate Better. Understand the Digital World.

A 3-month integrated foundation programme by **DQ Learnings** — combining three essential capabilities to help you study smarter, work more confidently, and take your first steps into the digital economy.

3 MONTHS

PRACTICAL LEARNING

FOUNDATION PROGRAMME



Three Foundations. One Stronger Starting Point.

Most learners face the same challenge: skills developed in isolation don't connect. This programme is built differently — three foundational capabilities, integrated into a single 3-month journey.



Computer Confidence

Use computers, office applications, internet services, email and digital financial tools with real confidence — and prepare for CCC/NIELIT examination requirements.



Communication Confidence

Develop practical speaking, listening, pronunciation, vocabulary and grammar skills for everyday, academic, interview and workplace situations.



Digital Awareness

Get introduced to digital marketing, Gen AI fundamentals, social media marketing, Google Ads basics, content marketing, analytics and email marketing.



Use technology confidently → communicate clearly → understand how digital businesses and marketing work.

Why These Three Skills Work Together

Each skill gap reinforces the others. This combination addresses foundational challenges that learners often face together — not separately.

The Comfort Gap

A learner can be comfortable with a smartphone but still struggle with documents, spreadsheets or email. **CCC builds that practical digital foundation.**

The Confidence Gap

A learner may know English grammar well but hesitate to actually speak. **English Speaking builds real communication capability through practice.**

The Awareness Gap

A learner may use social media every day without understanding how businesses use it strategically. **Digital Marketing Fast Track fills this awareness gap.**

Together, these three components create a broader foundation for future study, specialised training and stronger career preparation.

MODULE 1

CCC — Course on Computer Concepts

The CCC component is a practical computer-literacy programme designed around real tasks — documents, spreadsheets, presentations, internet use, email, e-governance and digital financial services. It also prepares learners for the **CCC/NIELIT examination**.

-  NIELIT examination and certification is separate and governed by applicable NIELIT rules. DQ Learnings prepares learners for the examination — it does not issue the NIELIT CCC certificate.



CCC — Core Curriculum

Ten carefully structured areas take you from computer basics to digital finance, cyber security and an introduction to AI — covering everything the CCC/NIELIT examination expects and more.

01

Introduction to Computer

02

Introduction to Operating System

03

Word Processing

04

Spreadsheet

05

Presentation

06

Introduction to Internet and WWW

07

Email, Social Networking and e-Governance

08

Digital Financial Tools and Applications

09

Overview of Cyber Security

10

Future Skills and Artificial Intelligence

CCC — Exam Preparation and Real-Life Practice

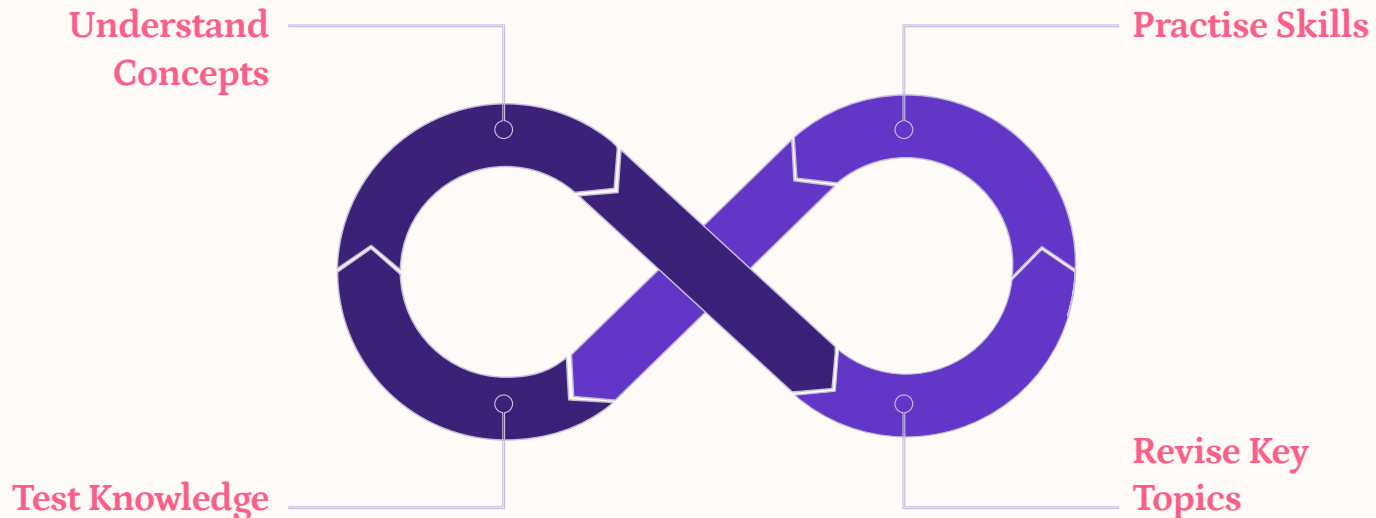
The CCC component has two connected purposes: **systematic examination preparation** and **practical computer skills** that remain useful long after the exam is over.

Exam Preparation

- Concept revision and key terminology
- Office application practice
- Internet and digital-service practice
- Digital finance and cyber-security revision
- Objective-type question practice
- Topic-wise tests and mock examinations
- Error analysis and focused revision

Real-Life Computer Skills

- Create and format documents
- Organise files and folders
- Work with spreadsheets and basic calculations
- Create and deliver basic presentations
- Search the internet and navigate websites
- Send emails with attachments
- Use digital payments and banking services
- Practise basic cyber-security habits





MODULE 2

English Speaking — Communication Is the Skill

The English Speaking component is a 3-month practical communication course focused on speaking, listening, pronunciation, vocabulary and grammar. Its core goal is to move learners from *knowing* English rules to actually **using English to communicate** — in interviews, workplaces, classrooms and everyday life.

The goal is not perfection. The goal is **confident, clear communication** that works in real situations.

English Speaking — Core Skills and Practice Methods

Five skill areas build your ability to communicate — through repeated speaking, interaction and trainer feedback rather than passive listening.



Speaking

From controlled responses to conversations, opinions and increasingly spontaneous expression.



Listening

Understand main ideas, instructions, questions and familiar conversational expressions.



Pronunciation

Develop awareness of sounds, stress, intonation, connected speech and clear pace.

How You Practise

- Conversations and role plays
- Group discussions and extempore speaking
- Short presentations
- Mock interviews
- Workplace and professional email exercises
- Trainer feedback, correction and second attempts

What You Can Do After

- Introduce yourself naturally
- Handle common interview questions
- Express opinions and give reasons politely
- Participate in group discussions
- Give short presentations confidently

MODULE 3

Digital Marketing Fast Track — A Fundamental Introduction

The Digital Marketing Fast Track is a **30-day introductory foundation** — not an advanced professional programme. Its role in this combo is to give learners a clear first understanding of digital marketing, its major channels and the basic language of the digital economy.

✓ What It Is

Beginner-level fundamentals, major channel awareness, introductory concepts and Gen AI basics.

✗ What It Is Not

Advanced performance marketing, expert SEO, AI automation or professional consulting preparation.

📄 **Positioning:** Digital Marketing Fast Track = Start Here. Learn the fundamentals. Then specialise.



What the Digital Marketing Fast Track Introduces

Seven foundational areas give you your first structured exposure to how businesses communicate and grow in the digital world.

1

Digital Marketing Overview

What digital marketing means, major channels, audience thinking and digital communication basics.

2

Gen AI Fundamentals

What generative AI means, basic prompting awareness, AI-assisted idea generation and reviewing AI output.

3

Social Media Marketing

Role of social media, content fundamentals, engagement basics and introductory strategy thinking.

4

Google Ads Basics

Introduction to paid search, keywords, search intent, basic ad messaging and campaign concepts.

5

Content Marketing

Why businesses create useful content and how content supports awareness, engagement and communication.

6

Analytics & Reporting

Why measurement matters, basic digital metrics and using numbers to ask better questions.

7

Email Marketing Basics

Email as a direct channel, campaign concepts, subject lines, audience relevance and responsible communication.

How the Three Components Reinforce Each Other

The real value of this combo is the **connection** between the three learning areas. Each capability makes the others more useful.



3

Integrated Skills

Computer literacy, communication and digital awareness in a single programme

10+

CCC Topics

Covering everything from operating systems to AI awareness

3

Months

One cohesive, structured learning journey with practical outcomes

7

Digital Marketing Areas

Foundational exposure across the digital marketing ecosystem

Who Is This Programme For?

This 3-month combo is designed for learners who want a **broader, practical foundation** — not someone seeking instant mastery, but someone ready to build real capability step by step.



Students

Who want a broader foundation for study, assignments, internships and early career preparation.



Freshers and Job Seekers

Who need stronger basic digital, communication and digital-awareness capability before entering the workforce.



Entrepreneurs and Family-Business Members

Who want foundational digital awareness to understand and support their business's digital presence.



Adults Returning to Study or Work

Who want to rebuild confidence with computers, communication and the digital tools used in everyday and professional life.

The 3-Month Learning Journey

Three months of structured, integrated learning — each phase building on the previous one. The programme is designed as a connected progression, not three separate courses running in isolation.



Practical Outputs

Formatted documents, spreadsheet exercises, a basic presentation, email practice and CCC mock tests.

Communication Outputs

Personal introduction, group discussion participation, short presentation and mock interview practice.

Digital Outputs

Basic digital marketing content exercise, introductory social media activity and a simple measurement exercise.

From Beginner to More Confident Digital Learner

The intended transformation is **practical and foundational** — visible changes in what you can do, not just what you know.

- From hesitation with computers → completing common digital tasks
- From knowing English rules → using English in practical situations
- From using social media casually → understanding it as a marketing channel
- From seeing AI as unfamiliar → understanding basic Gen AI applications
- From avoiding presentations → communicating ideas more comfortably
- From digital uncertainty → a stronger foundation for further learning

Where This Foundation Can Lead

This combo is a **starting point**. It is designed to help you become more capable and better prepared for the next step — not to claim that three months creates expertise in every area.

What This Programme Builds

- Practical computer confidence
- Real communication practice
- Digital marketing awareness
- Basic digital literacy
- CCC/NIELIT exam-oriented preparation
- A foundation for further specialised learning

Where You Can Go Next

- Advanced digital marketing programmes
- Performance marketing or SEO specialisation
- Content and social media specialisation
- AI-enabled marketing training
- Further English communication development
- Accounting and business software training
- Further academic or professional development

Build the foundation first. Then specialise where your interests and career direction take you.

Learn. Practise. Communicate. Explore. Grow. — *DQ Learnings*