

## DIGITAL MARKETING

|                                |  |                    |           |                      |                  |
|--------------------------------|--|--------------------|-----------|----------------------|------------------|
| <b>Course Code</b>             | <b>18INT54</b>                                     | <b>Course type</b> | <b>PE</b> | <b>Credits L-T-P</b> | <b>3 – 0 - 0</b> |
| <b>Hours/week: L - T- P</b>    | 3 – 0 – 0  |                    |           | <b>Total credits</b> | 3                |
| <b>Total Contact Hours</b>     | L = 40 Hrs; T = 0 Hrs; P = 0 Hrs<br>Total = 40 Hrs |                    |           | <b>CIE Marks</b>     | 50 marks         |
| <b>Flipped Classes content</b> | 10 Hours   |                    |           | <b>SEE Marks</b>     | 50 marks         |

| Course learning objectives |  |
|----------------------------|--|
| 1.                         | Introduce students to the digital marketing environment and developing the required ecosystem. |
| 2.                         | Develop skills relating to search engines optimization   |
| 3.                         | Familiarize the steps involved in local, social, mobile and content marketing                  |
| 4.                         | Develop the skills to design the search engine marketing                                       |
|                            |  |

**This syllabus is prepared in accordance with Google Digital marketing certificate- a free Google digital marketing unlocked website certificate accepted all over the world. Students should complete the certification as well as the course examination.**

**Pre-requisites :** Students are expected to have fundamentals of internet marketing in the first semester marketing subject

| Unit – I  | Contact Hours = 8 Hours<br>Flipped Classes Content = 2 Hours |
|---|--|
| <b>Introduction to digital marketing:</b><br>The Digital Marketing Framework, Why Digital Marketing, Difference between Traditional Marketing and digital Marketing, what is digital marketing strategy, Digital Marketing Manager- Role and functions, ROI between Digital and traditional marketing, understanding the current business, Basics of Internet, Types of Digital Marketing: E-mail Marketing, Social Media Marketing, Mobile Marketing, Influencer Marketing, Viral Marketing, Search Engine Marketing |  |
| <b>Topics for Flipped Classes: Videos on Introduction to Digital Marketing</b>  |  |

| Unit - II   | Contact Hours = 8 Hours<br>Flipped Classes Content = 2 Hours |
|---|--|
| <b>Search Engine Optimization and Content Development:</b><br>Realistic Goal Setting, Keyword Search, Google Webmaster guidelines, Crawling and indexing, Page ranking, Google search console<br><b>Search working:</b> meta tags, heading elements, page copy, linking, and audience engagement via content, language, localization and country targeting.<br>Building local presence, Google My Business Listing, listing in local directories,<br><b>Social Media:</b> Facebook Pages, Facebook Business Suite, Instagram Page, LinkedIn Page, Twitter profile for your business, kooapp, WhatsApp Business<br><b>Content Development:</b> Choosing appropriate Images for the website, Important aspects to keep in mind for Content writing. |  |
| <b>Topics for Flipped Classes: Videos on SEO</b>  |  |

| Unit – III   | Contact Hours = 8 Hours<br>Flipped Classes Content = 2 Hours |
|--|--|
| <b>Website:</b><br>How website works, choosing a Hosting package, choosing a Domain Name, Content Management Systems (Word press), installation of Word Press account, Types of Blogs, Creating Blogs, Basics of HTML, Various types of programming languages used in developing websites, Feeds, Cookies Management, FTP Server, SMTP & POP3 Configuration for email marketing, |  |

## Topics for Flipped Classes: Videos on WordPress

| Unit - IV   | Contact Hours = 8 Hours<br>Flipped Classes Content = 2 Hours |
|---|--|
| <b>Search Engine Marketing:</b><br><b>Social Media:</b> Choosing social media sites for marketing, social media goals, social media plans, advertising on social media, social media metrics. Facebook Business Ads Manager Settings for Facebook, Instagram and WhatsApp,<br><b>Google Ads: Type</b> of advertisement, Paid ads, Creation of account & advertisement, PPC, CPC, CPM, Bidding Strategies, Responsive Ads, Text Ads, Ad Extensions- Callout Ads, Call Ads, location, Keyword Match Types, Campaign Level Settings & Account level settings - Auto-tagging, Call reporting. Ad Scheduling, Ads Location Mapping/Targeting. Ad creation using software's and online tools.<br>YouTube Ads, Search Partners Marketing, Banner Ads, Photo Ads and Carousel Ads<br><br>Display advertising; meaning, working, goals, search advertising v/s display advertising, target identifications, types of display advertising, organizing display advertising.<br><br>Video advertising and marketing: strategic fit of video marketing, video content and budgeting, promoting videos, sharing videos, advertising on video sharing sites, Video marketing metrics.<br><br><b>E-mail marketing:</b> basics, crafting e-mail marketing, e-mail marketing campaigns, e-mail marketing metrics. |  |
| <b>Topics for Flipped Classes: Videos on SEM</b>  |  |

| Unit - V  | Contact Hours = 8 Hours<br>Flipped Classes Content = 2 Hours |
|---|--|
| <b>Digital Marketing Analytics:</b><br>Google Search Console Analytics, Google Analytics, Facebook and Instagram Analytics, YouTube Analytics<br><b>Online shopping sites:</b> e-commerce, levels of e-commerce, handling online payments, order management, customer service in e-commerce and m-commerce. |  |
| <b>Topics for Flipped Classes: Videos on Google Analytics</b>   |  |

| Self-Study Topics |  |
|-------------------|--|
| Unit No.          | Topic description  |
| 1                 | Social Media Influencer Marketing  |
| 2                 | Content Development for a Blog or a Website                                      |
| 3                 | Students are required to setup a WordPress website or Blog of their own          |
| 4                 | Students are required to setup their own Google Ads Account                      |
| 5                 | Students will have to setup Google Analytics account for their subdomain or blog |

| Books |  |
|-------|--|
|       | <b>Text Books:</b>   |
| 1.    | Puneet singh- Fundamentals of digital marketing- 1 e – Pearson, 2017.  |
| 2.    | Nishit sharan Demystifying digital transformation- 1 e Notion press – 2018.  |
| 3.    | Digital marketing insight 2018, 1 e , Notion press, 2018   |
| 4.    | Koteln Philip; marketing 4.0 . 1 e Wiley, 2018.  |
|       | <b>Reference Books:</b>  |
| 1.    | Damian ryan- Understanding digital marketing- 4e – Kogan Press, 2016.  |
| 2.    | Ryan Deiss- Digital marketing for dummies- 1e Wiley, 2017.   |
|       | <b>E-resources(NPTEL/SWAYAM.. Any Other)- mention links</b>  |
| 1.    | E-Business <a href="https://onlinecourses.nptel.ac.in/noc17_mg22">https://onlinecourses.nptel.ac.in/noc17_mg22</a> |
| 2.    | E-Marketing <a href="https://nptel.ac.in/courses/110105083/17">https://nptel.ac.in/courses/110105083/17</a>        |

| Course delivery methods |            | Assessment methods |               |
|-------------------------|------------|--------------------|---------------|
| 1.                      | Lecture.   | 1.                 | Internal test |
| 2.                      | Case study | 2.                 | Project work  |

|    |                 |    |                          |
|----|-----------------|----|--------------------------|
| 3. | Problem Solving | 3. | Case study               |
| 4. | Simulation      | 4. | Workshop                 |
|    |                 | 5. | Semester End Examination |

#### Course Outcome (COs)

Outcomes usually follow the format: “At the end of the course, students will be able to ‘insert action verb here + insert knowledge, skills, or attitudes the student is expected to develop’” (Highlight the **action verb** representing the Bloom’s level.)

| At the end of the course, the student will be able to |   | Bloom’s Level | PO’s | PSO’s |
|---|---|---------------|------|-------|
| 1.  | Develop web and business plan for online business.  | 6             | 1    | 2,3   |
| 2.  | Design SEO, SEM, Local marketing, social media marketing, mobile marketing and content marketing. | 6             | 3, 7 | 1,2   |
| 3.  | Formulate customer reach, analytics and internationalization road map of online business          | 6             | 1,7  | 1,3   |

#### Program Outcome of this course (POs)

|  | PO No. |
|--|--------|
| 1. Students will be able to solve problems of competitive business environment Business.           | 1      |
| 2. Students will demonstrate their skills to enhance productivity, efficiency and effectiveness of | 3      |
| 3. Students will be able to create models, plans and projects to explore the potential markets.    | 7      |

#### Program Specific Outcome of this course (PSOs)

|   | PSO No. |
|---|---------|
| 1. To groom students to manage, understand, develop and create competitive and sustainable advantage to organizations and society through managerial and technical skills, moral values and ethical practices | 1       |
| 2. To train students to acquire analytical and research competencies for continuous learning, professional growth and career advancement  | 2       |
| 3. To encourage entrepreneurial competences amongst learners to create, innovate and provide better service to community  | 3       |

#### Mapping through Direct Assessment:

##### Rubrics:

| Levels | Target   |
|--------|--|
| 1      | Low (L): If 60% of marks is scored by less than 50% of the students. |
| 2      | Medium (M): If 60% of marks is scored by 50% to 70% of the students. |
| 3      | High (H): If 60% of marks is scored by 70% of the students.          |

| CO-PO Mapping (planned)     |     |     |     | CO-PSO Mapping(planned) |      |      |
|-----------------------------|-----|-----|-----|-------------------------|------|------|
|                             | PO1 | PO3 | PO7 | PSO1                    | PSO2 | PSO3 |
| CO1                         | 1   |     |     |                         | 2    | 2    |
| CO2                         |     | 2   | 2   | 2                       | 2    |      |
| CO3                         | 2   |     | 2   |                         | 2    | 2    |
| C04                         |     | 2   | 2   | 2                       |      | 2    |
|                             |     |     |     |                         |      |      |
|                             |     |     |     |                         |      |      |
| Mention the levels: 1, 2, 3 |     |     |     |                         |      |      |

#### Scheme of Continuous Internal Evaluation (CIE):

| Components | Addition of two IA tests | Addition of two assignments | Seminar/ Mini Project | Total Marks            | Final marks |
|------------|--------------------------|-----------------------------|-----------------------|------------------------|-------------|
| Theory     | 30+30                    | 10+10                       | 20                    | 100<br>(reduced to 50) | 50          |

- Writing two IA test is compulsory.
- **Minimum marks required to qualify for SEE : 20 out of 50**

**Self Study topics shall be evaluated during CIE (Assignments and IA tests) and 10% weightage shall be given in SEE question paper.**