

**GLS UNIVERSITY**  
**Bachelor of Computer Applications (BCA)**  
**(Elective Course)**  
**Semester-IV**  
**210303401 DIGITAL MARKETING**

**1. Course Objectives:**

- The aim of this course is to evolve and inculcate students' interest in digital marketing.
- Students will learn how to take a systematic approach to developing digital marketing strategies.
- Students will develop practical skills in implementing these strategies.
- Make students understand the concepts of online market place.
- Learn and perform marketing on online platforms.
- Concepts and understanding of SEO – Search Engine Optimization.
- Make students aware of various online marketing trends and techniques like e-mail marketing, social media, etc.

**2. Course Duration:**

The course will have sessions which are divided into five modules. Each module consists of four sessions of 60 minutes each and carries a weightage of 20%.

**3. Course Contents:**

<b>Module No.</b>	<b>Modules/Sub-Modules</b>	<b>No. of Sessions</b>	<b>Marks Weightage</b>
<b>I</b>	<b>The Introduction to Digital Marketing</b> <ul style="list-style-type: none"><li>• Introduction</li><li>• Digital Marketing Plan<ul style="list-style-type: none"><li>○ Situational Analysis</li><li>○ Goal Setting</li><li>○ Planning a Strategy</li><li>○ Action And Control</li></ul></li></ul>	04	20%
<b>II</b>	<b>Social Media Marketing</b> <ul style="list-style-type: none"><li>• Social Media Marketing</li><li>• What Is Social Media</li><li>• Forms Of Social Media</li><li>• Social Media Platforms</li><li>• Social Media Marketing Strategies</li><li>• Marketing Matrices</li><li>• Prosumers</li><li>• Community Managers</li><li>• Social Media Plan</li><li>• Social Media Advertisement</li><li>• Marketing on Social media Platforms- Practical Applications (Facebook, Twitter, Instagram, etc.)</li><li>• Case study on Key Word Creation</li></ul>	04	20%

<b>III</b>	<b>E – mail Marketing</b> <ul style="list-style-type: none"> <li>• Introduction to E-Mail Marketing</li> <li>• Advantages and Disadvantage of E-Mail Marketing</li> <li>• Legal Framework</li> <li>• Subscribers</li> <li>• Metrics</li> <li>• Applications</li> <li>• Case Study on E-mail marketing tool (OpenEMM, Inker)</li> </ul> <b>Web Hosting</b> <ul style="list-style-type: none"> <li>• Shared Hosting</li> <li>• Dedicated Hosting</li> <li>• Virtual Dedicated Hosting</li> <li>• Server Co – Location</li> <li>• Hosting your website on Server- Practical Application</li> <li>• Web Hosting on Platforms (ANDROID, IOS, WEB DEVELOPMENT)</li> </ul>	04	20%
<b>IV</b>	<b>Web Positioning</b> <ul style="list-style-type: none"> <li>• Search Engine Optimization <ul style="list-style-type: none"> <li>○ Need of SEO</li> <li>○ SEO Techniques</li> <li>○ Optimizing your Site</li> <li>○ Content and the Search Engines</li> <li>○ Advertising on Search Engines</li> <li>○ Search engine marketing</li> <li>○ Introduction</li> <li>○ Advantages of SEM</li> <li>○ SEM Techniques</li> </ul> </li> <li>• SEO vs SEM</li> <li>• Writing Digital Content</li> <li>• Designing Ads</li> <li>• Case Study on SEM tools (KeywordSpy, PPC Web Spy)</li> </ul>	04	20%
<b>V</b>	<b>Website Analytics</b> <ul style="list-style-type: none"> <li>• What is Web Analytics</li> <li>• Data sources</li> <li>• Web Analytics terms</li> <li>• Importance of Web Analytics</li> <li>• Web Analytics process</li> <li>• Case Study on Social Media Platforms (FACEBOOK, TWITTER, INSTAGRAM)</li> </ul>	04	20%

#### 4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

1. Lectures and Discussions
2. Assignments and Presentations
3. Quiz

#### 5. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

1.	Assignments/ Presentations/ Quizzes, etc.	30% (Internal Assessment)
2.	Internal Examination	20% (Internal Assessment)
3.	External Examination	50% (External Assessment)

#### 6. Basic Text Books:

S. No	Author/s	Name of the book	Publisher	Edition
T1	-	Digital Marketing Strategy- Ebook	-	-

#### 7. Reference Books:

S. No	Author/s	Name of the book	Publisher	Edition
R1	Vandana Ahuja	Digital Marketing	Oxford	Latest
R2	Will Rowan	Digital Marketing Manual	Customer Two Ltd	Latest

#### 8. List of Journals / Periodicals / Magazines / Newspapers etc.:

Sr. No.	Link
1	<a href="https://www.singlegrain.com/digital-marketing/11-digital-marketing-trends-you-can-no-longer-ignore-in-2018">https://www.singlegrain.com/digital-marketing/11-digital-marketing-trends-you-can-no-longer-ignore-in-2018</a>
2	<a href="https://www.solwininfotech.com/blog/digital-marketing/top-digital-marketing-trends/">https://www.solwininfotech.com/blog/digital-marketing/top-digital-marketing-trends/</a>
3	<a href="https://www.datamation.com/open-source/50-top-open-source-marketing-applications-1.html">https://www.datamation.com/open-source/50-top-open-source-marketing-applications-1.html</a>
4	<a href="https://www.digitalvidya.com/blog/top-20-search-engine-marketing-sem-tools/">https://www.digitalvidya.com/blog/top-20-search-engine-marketing-sem-tools/</a>

#### 9. Session Plan:

Session No.	Topics/Chapters
1	Introduction to digital marketing,
2-4	Digital Marketing Plan
4-5	Social media marketing, forms, platforms, strategies
6-8	Marketing metrices, prosumers, community managers, plan , advertisement
9	Email marketing introduction, advantage & disadvantage, legal framework
10	Subscribers, metrices, applications
11-12	Introduction to Web Hosting, Web Hosting on Platforms
13	Need SEO, SEO techniques
14-16	Optimizing your Site, Content and the Search Engines
17	Advertising on Search Engines
18-20	SEM Techniques, SEO vs SEM

## **10. Learning Outcomes:**

After completion of the course the student will be able to

- Assess the impact of digital technology on the practice of marketing.
- Analyze the use of different forms of digital marketing in the development of an online presence.
- Develop a plan for marketing a product of business online.
- Integrate social media tools into a marketing communications strategy.
- Use a publishing platform to build a web presence with integrated data collection and links to social media.