

ST. JOSEPH'S DEGREE & PG COLLEGE
(Autonomous), Affiliated to Osmania University

DEPARTMENT OF BUSINESS MANAGEMENT
SEMESTER-VI

BBA (ENTREPRENEURSHIP)
DIGITAL MARKETING

DSC

w.e.f. 2020-2021 A.Y

SCHEME OF INSTRUCTION		SCHEME OF EXAMINATION	
Hours per Week	: 6 Hrs. (4L+2P)	Maximum Marks	: 100
Credits	: 5	Internal Assessment	: 40
Instruction Mode	: Lecture + Practical	External Examination	: 60
Course Code	: BS.05.201.213TP	External Exam Duration	: 3 Hrs

Course Objectives: To create awareness on the concepts of Digital Marketing and its Impact on Modern Business

Course Outcomes: On successful completion of this course, the students will be able:

CO1: To gain knowledge on Digital Marketing , Email marketing and Content marketing.

CO2: To understand Search Engine Optimization tools and techniques

CO3: To gain skills on creation of Google AdWords & Google AdSense

CO4: To gain knowledge on Social Media Marketing and Web Analytics

CO5: To gain knowledge on Youtube Advertising & Conversions

Unit I :Digital Marketing

Introduction to Digital Marketing : What is Digital Marketing? ,Why Digital Marketing , What are Digital Marketing Platforms?, Digital Marketing students, professional and Business?

Email Marketing :Importance of email marketing, email Marketing platforms , Creating e-mailers, Creating a Contact Management and Segmentation Strategy, Understanding Email Deliverability & Tracking emails, How to create Effective & Unique Email Content, Outlining the Design of Your Marketing Emails, Open rates and CTR of email, Drive leads from email, What are opt-in lists , Develop Relationships with Lead Nurturing & Automation

Content Marketing: Understanding Content Marketing, Generating Content Ideas, Planning a Long-Term Content Strategy , Building a Content Creation Framework , Becoming an Effective Writer , Extending the Value of Your Content through Repurposing , How to Effectively Promote Content , Measuring and Analyzing Your Content , Developing a Growth Marketing



Mindset, Creating a Blog Post, Creating Topic Clusters and Pillar Pages, Promotion of blog post, use of Infographics in Content

Unit II :Search Engine Optimization (SEO)

Search Engine Optimization (SEO): What is SEO?, SEO Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works

On Page Optimization (OPO), Off-Page Optimization

Misc SEO Tools: Google Webmaster Tools, Site Map Creators, Browser-based analysis tools, Page Rank tools, Pinging & indexing tools, Dead links identification tools, Open site explorer, Domain information/who is tools, Quick sprout, Google My Business

Unit III: Google AdWords & Google AdSense

Google AdWords: Google Ad-Words Fundamentals, Google AdWords Account Structure, Key terminologies in Google AdWords, How to Create an AdWords account, Different Types of AdWords and its Campaign & Ads creation process, Ad approval process, Keyword Match types, Keyword targeting & selection (Keyword planner), Display Planner, Different types of extensions, Creating location extensions, Creating call extensions, Create Review extensions, Bidding techniques – Manual / Auto, Demographic Targeting / Bidding, CPC-based, CPA-based & CPM-based accounts., Google Analytics Individual Qualification (GAIQ),

Google AdSense : Understanding ad networks and AdSense's limitations, Learning which situations are best for using AdSense, Setting up an AdSense account, Creating new ad units, Displaying ads on a website, Configuring channels and ad styles, Allowing and blocking ads, Reviewing the AdSense dashboard, Running AdSense reports and custom reports, Exporting data, Reviewing payee and account settings

Unit IV: Social Media Marketing (SMM) & Web Analytics

Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing, YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing, Social Media Automation Tools, Social Media Ad Specs

The ROI in Social Media Marketing, Tools and Dashboards, Reputation management

Web Analytics: The need & importance of Web Analytics, Introducing Google Analytics, The Google Analytics layout, Basic Reporting, Basic Campaign and Conversion Tracking, Google



Tag Manager, , Social Media Analytics , Social CRM & Analytics, Other Web analytics tools , Making better decisions , Common mistakes analysts make .

Unit V : Youtube Advertising (Video Ads) & Conversions

Youtube Advertising (Video Ads) : Youtube advertising? ,Why should one advertise on youtube? , Creating youtube campaigns , Choose the audience for video ads, Instream ads , In-video ads , In-search ads, In-display ads, Measuring your YouTube ad performance, Drive leads and sales from YouTube ads

Conversions : Understanding Conversion Tracking, Types of Conversions, Setting up Conversion Tracking, Optimizing Conversions , Track offline conversions, Analyzing conversion data, Conversion optimizer

Reference Books:

1. Understanding DIGITAL Marketing, Marketing strategies for engaging the digital generation Damian Ryan & Calvin Jones
2. The Art of Digital Marketing: The Definitive Guide to Creating Strategic By Ian Dodson
3. Internet Marketing: a practical approach By Alan Charlesworth
4. Social Media Marketing: A Strategic Approach By Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher