

I Year – II Semester
B.Com (IT) / BBA (IT)
DIGITAL MARKETING
(Discipline Specific Core)
w.e.f 2018-19

SCHEME OF INSTRUCTION

Hours per Week : 5
Credits : 5
Instruction Mode : Lecture
Course Code : **BS.05.201.25T**

SCHEME OF EXAMINATION

Maximum Marks : 100
Internal Assessment : 40
External Examination : 60
External Exam Duration : 3 Hrs

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

Course Outcomes:

Students who complete this course should be able to gain knowledge on

1. Digital Marketing Concepts
2. Online advertising, Email Marketing, Social Media Marketing
3. Search Engine Optimization

UNIT- I: (12 Hours)

Digital Marketing: Introduction to Digital Marketing. Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer.

UNIT-II: (12 Hours)

Online Advertising: Introduction, Objective, Where to Advertise, Online AdFormat, Search Engine Ad, Network Advertising, Affiliate Programs, Landing Pages

UNIT-III: (12 Hours)

Email Marketing: Introduction, Types of Email, Email Marketing Campaign Process, Email marketing Tools, Advantages and Disadvantages, Opt-in Email Advertising, Email tracking

Mobile Marketing: Growth in Mobile Industry, Benefits of Mobile Marketing, Mobile Marketing Goals, Creating a mobile website, App Creation Strategy, Mobile Search Ads

UNIT-IV: (12 Hours)

Social Media Marketing (SMM):

What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Facebook, Twitter.

UNIT-V:**(12 Hours)**

Search Engine Optimization (SEO): Understanding SEO, Search Engine Optimization Process – Goals, On-Page Optimization, Off-Page Optimization and Analyze, Search Engine Result Process (SERP), SEO Tools.

Lab Work: Online Advertising, Email Marketing, Social Media Marketing, Conducting Webinars Search Engine Optimization

Text 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

References:

1. Internet Marketing: a practical approach by Alan Charlesworth
2. Social Media Marketing: A Strategic Approach by Melissa Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher