

PROGRAM	Bachelor of Commerce & Bachelor of Commerce (Hons)
SEMESTER	VI
COURSE TITLE	Fundamentals of Digital Marketing
COURSE CODE	04BC0609
COURSE CREDITS	02
COURSE DURATION	24 Hrs (24 sessions of 1 hr each)

COURSE OUTCOMES:

- Understand the Digital Marketing Environment for business
- Compare and Analyze various tools of Digital Marketing
- Comprehend the idea SEO & Digital Display Ads and their analytics

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Internal Marks (50%)		End-Semester Examination (50%)			Total Marks
Theory	Tutorial	Practical		IA	CSE	Theory	Practical/Viva	Term Work (TW)	
1	1	0	2	30	20	0	25	25	100

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	Introduction to Digital Marketing: Evolution of Digital Marketing - Role of Internet in Modern Day Business – Traditional V/s Digital Marketing - Drivers of the new marketing environment – POEM Framework – Role of Websites for Business - Digital Marketing Plan	04
II	Digital Marketing Tools: Display Marketing - Types of Display Ads – Ad Buying – Ad Evaluation (CPC, CPM, CTR) – Programmable DM; Search Engine Advertising - Types of Search Ads – Payment Mechanism – Ad Ranks – Creating Ad Campaigns; Introduction to platforms for digital advertising - Websites – Blogs – Social Media Platforms – Mobile Marketing	12
III	SEO & Analytics: Introduction to SEO – Search Engine Working Patterns – On Page & Off Page optimization – Introduction to SEM; Web Analytics Options – Google Analytics & Google Adwords	08

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
T-01	Seema Gupta	Digital Marketing	TMH	2 nd Edition - 2020
T-02	Punit Bhatia	Fundamentals of Digital Marketing	Pearson	2 nd Edition - 2019
T-03	Jeremy Kagan, Siddharth Shekhar Singh	Digital Marketing - Strategy & Tactics	Wiley	2020

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Ryan Deiss, Russ Henneberry	Digital Marketing for Dummies	Wiley	2020
R-02	Guy Kawasaki, Peg Fitzpatrick	The Art of Social Media	Portfolio	2015
R-03	Punit Bhatia	Social Media and Mobile Marketing	Wiley	2019