

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	3
COURSE TITLE	FUNDAMENTALS OF DIGITAL MARKETING
COURSE CODE	04BB1307
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Understand the Digital Marketing Environment for business
- 2 Understand Various Digital Marketing Platforms and its applications
- 3 Compare and Analyze various tools of Digital Marketing
- 4 Comprehend the idea SEO & Digital Display Ads
- 5 Evaluate Web-Analytics reports and Developing Appropriate Strategies

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	0	30	20	25	25

Contents : Unit	Topics	Contact Hours
1	Introduction to Digital Marketing Evolution of Digital Marketing - Role of Internet in Modern Day Business – Understanding the new marketing environment - Traditional V/s Digital Marketing, POEM Framework – Defining Visibility, Engagement, Traffic, Leads, Conversion; Role of Websites for Business - Digital Marketing Plan	8
2	Digital Marketing Platform Introduction to platforms for digital advertising - Websites – Blogs – Social Media Platforms – Mobile Apps – Audio Based Platforms – Video Based Platforms	10
3	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	12

Contents : Unit	Topics	Contact Hours
4	SEO & SEM Introduction to SEO – How it Works - On Page & Off Page optimization – Keywords – Page Naming – Robots.txt - Crawlers – Backlinks - Page Rank – RSS Feeds – Alexa Integration, Introduction to SEM – PPC – CPA – Platforms for Paid Search; Generating SEO Reports	12
5	Analytics Web Analytics Options – Google Analytics - Mechanism of GA – Cookie Tracking – Understanding Bounce Rate & Exit Rates – Monitoring Traffic Sources and Behaviors	8
Total Hours		50

Textbook :

- 1 Digital Marketing, Seema Gupta , TMH , 2020
- 2 Fundamentals of Digital Marketing, Punit Bhatia , Pearson , 2019
- 3 Digital Marketing - Strategy & Tactics, Jeremy Kagan, Siddharth Shekhar Singh, Wiley , 2020

References:

- 1 Digital Marketing for Dummies, Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry, Wiley , 2020
- 2 The Art of Social Media , The Art of Social Media , Guy Kawasaki, Peg Fitzpatrick, Portfolio , 2015
- 3 Social Media and Mobile Marketing, Social Media and Mobile Marketing, Punit Bhatia , Wiley , 2019

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory