

<b>INSTITUTE</b>	<b>FACULTY OF MANAGEMENT STUDIES</b>
<b>PROGRAM</b>	<b>BACHELOR OF BUSINESS ADMINISTRATION</b>
<b>SEMESTER</b>	<b>3</b>
<b>COURSE TITLE</b>	<b>FUNDAMENTALS OF DIGITAL MARKETING</b>
<b>COURSE CODE</b>	<b>04BB1307</b>
<b>COURSE CREDITS</b>	<b>4</b>

**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

<b>Theory Hours</b>	<b>Tutorial Hours</b>	<b>Practical Hours</b>	<b>ESE</b>	<b>IA</b>	<b>CSE</b>	<b>Viva</b>	<b>Term Work</b>
4	0	0	0	30	20	25	25

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Digital Marketing</b> 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	<b>Digital Marketing Platform</b> Introduction to platforms for digital advertising - Websites – Blogs – Social Media Platforms – Mobile Apps – Audio Based Platforms – Video Based Platforms	10
3	<b>Digital Marketing Tools</b> 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

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
4	<b>SEO &amp; SEM</b> 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	<b>Analytics</b> Web Analytics Options – Google Analytics - Mechanism of GA – Cookie Tracking – Understanding Bounce Rate & Exit Rates – Monitoring Traffic Sources and Behaviors	8
<b>Total Hours</b>		<b>50</b>

**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					
<b>Remember / Knowledge</b>	<b>Understand</b>	<b>Apply</b>	<b>Analyze</b>	<b>Evaluate</b>	<b>Higher order Thinking</b>
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 Theory

**Supplementary Resources:**

- 1 <https://wordpress.com/>
- 2 <https://keywordtool.io/>

**Supplementary Resources:**

- 3 <https://answerthepublic.com/>
- 4 <https://pagespeed.web.dev/>
- 5 <https://www.similarweb.com/>