

COURSE TITLE	FUNDAMENTALS OF DIGITAL MARKETING
COURSE CODE	04BC0228
COURSE CREDITS	4

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

- 1 Understanding of the key concepts and terminology of digital marketing and e-commerce.
- 2 Identify and utilize various digital marketing channels, including social media, search engines, and email marketing.
- 3 Describe the POEM framework and the digital advertising market in India.
- 4 Apply knowledge to create a basic digital marketing plan for a business scenario and utilize various digital marketing tools and terminology in practical settings.
- 5 Analyze the effectiveness of traditional vs. digital marketing strategies & assess different digital advertising strategies and their impact on business.
- 6 Design and implement digital ad campaigns using platforms like websites, blogs, and social media.

Pre-requisite of course:NA

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, Significance of Digital Marketing - Role of Internet in Modern Day Business, Traditional V/s Digital Marketing -Digital Advertising Market in India, POEM Framework -Digital Marketing Plan - Case Studies	7
2	Digital Marketing Tools: Tools and Terminology used in Digital Marketing, Display Marketing - Types of Display Ads – Ad Buying – Ad Evaluation (CPC, CPM, CTR), -Programmable Digital Advertising; -Search Engine Advertising - Types of Search Ads, Payment Mechanism – Ad Ranks – Creating Ad Campaigns; -Introduction to platforms for digital advertising, Blogs – Social Media Platforms – Mobile Marketing	14
3	SEO & Analytics: Introduction to SEO, Search Engine Working Patterns, On Page & Off Page optimization – Introduction to SEM; Web Analytics Options, Google Analytics & Google Adwords.	12

Contents : Unit	Topics	Contact Hours
4	Social Media Marketing: Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing,, Building a Successful strategy: Goal Setting, Implementation Social Media Trends and sources, Instagram, Linkedin, Facebook Marketing - Content Marketing, Influencer Marketing,, Blog Marketing, Affiliate Marketing, Ethical aspectsof Social Media.	15
5	Introduction to E- commerce: Meaning and concept – E- commerce v/s Traditional Commerce–, E- Business & E- Commerce – History of E- Commerce – EDI – Importance,, features & benefits of E- Commerce – Impacts, Challenges & Limitations of E- Commerce.	12
Total Hours		60

Textbook :

- 1 Digital Marketing, Seema Gupta, TMH, 2020
- 2 Fundamentals of Digital Marketing, Punit Bhatia, Pearson, 2019

References:

- 1 Digital Marketing for Dummies, Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry, Wiley, 2020

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 / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 NA

Supplementary Resources:

- 1 NA