

COURSE TITLE	DIGITAL MARKETING TOOLS-II
COURSE CODE	04GB0404
COURSE CREDITS	4

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

- 1 Develop advanced analytical skills to optimize digital presence through semantic search, AI integration, local SEO strategies, advanced web analytics, and A/B testing, enabling data-driven decision-making and improved marketing performance.
- 2 Analyze and optimize performance marketing campaigns using programmatic advertising, conversion rate optimization, dynamic retargeting, and ad fraud detection.
- 3 Apply neuromarketing principles, personalization strategies, behavioral economics, and emotion-driven marketing techniques to influence consumer behavior and enhance marketing effectiveness.
- 4 Analyze and evaluate digital marketing campaigns using automation tools, web analytics, social media analytics, and CRM systems, and recommend optimization strategies.
- 5 Apply consumer psychology insights, and leverage digital marketing tools and analytics for enhanced performance marketing.

Pre-requisite of course: Basic Knowledge of Digital Marketing

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Advanced SEO and Analytics Semantic Search & AI in SEO, Local SEO Optimization, Advanced Web Analytics, A/B Testing & Experimentation	15
2	Performance Marketing & Paid Media Optimization Programmatic Advertising, Conversion Rate Optimization, Dynamic Retargeting, Ad Fraud Detection	15
3	Consumer Psychology & Behavioral Insights Neuromarketing Principles, Personalization at Scale, Behavioral Economics in Marketing, Emotion Driven Marketing	15
4	Launching Tools & Marketing Analytics Digital Marketing Automation Tools , Web Analytics Tools, Social Media Analytics Tools, Customer Relationship Management Systems	15
Total Hours		60

Textbook :

- 1 Digital Marketing for Dummies, S. Jayachandran, Wiley India Pvt. Ltd., 2021
- 2 Digital Marketing: Strategies for Online Success, A. K. Sahu, PHI Learning, 2022

References:

- 1 Digital Marketing: Strategy, Implementation and Practice, Digital Marketing: Strategy, Implementation and Practice, Dave Chaffey and Fiona Ellis-Chadwick, Pearson, 2022
- 2 Contagious: How to Build Word of Mouth in the Digital Age, Contagious: How to Build Word of Mouth in the Digital Age, Jonah Berger, Simon & Schuster, 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					
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 Project Based Learning, Case Based Learning, Flipped Classroom, Collaboration Learning