

COURSE TITLE	DIGITAL MARKETING
COURSE CODE	04BB0418
COURSE CREDITS	4

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

- 1 Analyze the core concepts and structure of the digital marketing ecosystem to interpret the interrelationship between its components.
- 2 Explore key channels including SEO, SEM, SMM, Email, Influencer, and Affiliate marketing
- 3 Design effective digital content that aligns with brand identity and addresses the expectations of the target audience.
- 4 Utilize tools and techniques for campaign management and performance analysis.
- 5 Identify career pathways and agency roles in digital marketing. Identify career pathways and agency roles in digital marketing.

Pre-requisite of course:None

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	Digital Marketing Foundations & Strategy Introduction to the concept and evolution of digital marketing, Comparison of traditional marketing with digital marketing methods, Understanding the customer journey in the digital environment, Exploring the AIDA model: Awareness, Interest, Desire, Action, Learning STP (Segmentation, Targeting, Positioning) in digital campaigns, Creating and applying buyer personas for personalized marketing, Overview of digital marketing channels: SEO, SEM, email, social media, content marketing.	12
2	Core Digital Channels Understanding Search Engine Optimization (SEO): on-page, off-page, and technical SEO,, Introduction to Search Engine Marketing (SEM), Google Ads, and PPC campaign structure,, Exploring display advertising and retargeting strategies for conversions,, Learning effective email marketing techniques: campaign setup, tools like Mailchimp, segmentation, Understanding mobile marketing: mobile-friendly landing pages, SMS campaigns, push notifications	12

Contents : Unit	Topics	Contact Hours
3	Content & Social Media Marketing Developing various types of content: text, video, audio, and motion graphics, Storytelling techniques and how to create impactful brand narratives, Understanding content alignment with the customer journey (TOFU, MOFU, BOFU), Creating content calendars and planning campaigns for various platforms, Platform-specific strategies for Instagram, YouTube, LinkedIn, Using tools like Buffer, Hootsuite, and Meta Suite for scheduling and engagement.	12
4	Design Principles & Marketing Automation Understanding design elements: color theory, typography, visual hierarchy, layout, , Creating brand identities using logos, brand kits, and mood boards, Using Canva and Figma for designing marketing creative, Introduction to marketing automation and its importance in modern marketing., Learning tools like HubSpot, Zoho CRM, and Mailchimp for CRM and lead nurturing, Designing automated customer journeys and workflows.	12
5	Analytics, Metrics & Career Pathways Setting up and using Google Analytics to track digital marketing effectiveness, Understanding key metrics: CTR, CPA, CPC, ROAS, bounce rate, conversion rate, Learning A/B testing techniques for campaign optimization., Overview of digital marketing job roles: strategist, analyst, content creator, campaign manager., Exploring pathways in freelancing, agency work, and in-house marketing teams, Building personal portfolios and LinkedIn profiles, Earning industry-recognized certifications (e.g., Google Ads, HubSpot, Meta).	12
Total Hours		60

Textbook :

- 1 Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry , Wiley, 2020
- 2 Fundamentals of Digital Marketing, Punit Bhatia , Pearson, 2019
- 3 Digital Marketing, Seema Gupta, TMH, 2020

References:

- 1 The Art of Social Media, The Art of Social Media, Guy Kawasaki, Peg Fitzpatrick,, Portfolio, 2015

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
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.uws.ac.uk/study/postgraduate/postgraduate-course-search/digital-marketing/>
- 2 <https://www.une.edu.au/study/courses/bachelor-of-digital-marketing>
- 3 <https://www.liverpool.ac.uk/courses/digital-marketing-and-analytics-msc>
- 4 <https://blog.hubspot.com/>