NON MAJOR – II : DIGITAL MARKETING

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
IV		Non – major - II	30	2	30	2	2

Course Objective:

1. On successful completion of course, students will be having a knowledge on Digital Marketing.
2. To understand search engine and social media marketing.

COURSE OUTCOMES:

On Successful completion Of the Course the student will be able:

CO Number	CO Statement	Knowledge level(K1-K4)
CO1	To exhibit basic knowledge on Digital Marketing	**K2**
CO2	To make clear about websites	**K3**
CO3	To provide the ideas about search engine optimization	**K3, K4**
CO4	To understand the skills of search engine marketing	**K3,K4**
CO5	It gives clear attention about the social media marketing	**K3,K4**

K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	S	M	S
CO2	M	S	M	M	S	S
CO3	M	M	S	S	S	S
CO4	S	S	S	M	S	M
CO5	S	M	S	S	S	M

S – Strong ;   M – Medium;   L – Low

UNIT - I: INTRODUCTION   6 hrs

Introduction on Digital marketing : Definition - Difference between Digital marketing and Traditional marketing - Importance - How digital marketing helps the small companies.

UNIT - II: A WEBSITES   6 hrs

Web page : Definition - Levels of websites - Difference between blog, Portal and Websites - Difference between website either static or dynamic

UNIT - III: SEARCH ENGINE OPTIMIZATION   6 hrs

Search Engine : On page optimization techniques – off page optimization techniques - Reports.

UNIT - IV: SEARCH ENGINE MARKETING   6 hrs

Introduction to search engine marketing : Tools used - Advertising techniques.

UNIT - V: SOCIAL MEDIA MARKETING   6 hrs

Social Media : E Mail Marketing - Affiliate Marketing - Facebook Marketing - Twitter Marketing - Google Plus Marketing.

Distribution of marks: Theory 100% and problem 0%

Text Books:

S.NO	Authors	Title	Publishers	Year of publication
1	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson Education; First edition	2017
2	Seema Gupta	Digital Marketing	McGraw Hill Education; First edition	2017
3	Rajendra Nargundkar	DigitalMarketing: Cases from India	Lightning Source; 1 edition	2018

Reference Books:

S.NO	Authors	Title	Publishers	Year of publication
1	Ian Dodson	The Art of Digital Marketing	Wiley; 1st edition	2016

2	VandhanaAhuja	Digital Marketing	Oxford University Press;2011 edition	2015
3	Dr.T. N. Swaminathan	Digital Marketing: From Fundamentals to Future	Cengage Learning India Pvt.Ltd.;1 edition	2019

TEACHING METHODOLOGY:

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

SYLLABUS DESIGNER

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