

UOE052: DIGITAL MARKETING							
University Open Elective-V (CSE & AIML)							
Lect.	Tut.	Pract.	Credits	Evaluation Scheme			
				Component	Exam	Weightage %	Pass %
2	-	-	2	Theory 100 Marks	FA	50	40
					SA	50	40

**Course Description:**

The Comprehensive Digital Marketing Course offers a practical and in-depth exploration of the dynamic field of digital marketing. This course is designed to equip individuals with the knowledge and skills necessary to excel in the digital marketing landscape and effectively promote products, services, and brands in the online business-world.

**Course Learning Outcomes (CLOs):**

*At the end of the course students will be able to –*

<b>CLO1</b>	<b>Develop</b> <sup>1</sup> an understanding of digital marketing concepts, strategies, and techniques.
<b>CLO2</b>	<b>Explain</b> <sup>2</sup> practical experience with industry-standard tools and platforms for a case-based scenario..
<b>CLO3</b>	<b>Apply</b> <sup>3</sup> theories and construct a content marketing and selective advertising medium/channel fundamentals in a case-based scenario.
<b>CLO4</b>	<b>Analyse</b> <sup>4</sup> the SEO techniques for the better visibility/reach/revenue.
<b>CLO5</b>	<b>Develop</b> <sup>6</sup> a strategic plan for digital marketing campaigns across various channels.
<b>CLO6</b>	<b>Explain</b> <sup>4</sup> legal and ethical considerations related to digital marketing practices..

Unit	Contents	Hours
<b>I</b>	<b>Digital Marketing Foundations:</b> Digital Marketing – Meaning – Role of Internet – Emergence of Digital Marketing as a Tool - Aligning Internet with Business Objectives - Differences Digital from Traditional Marketing - Return on Investments on Digital Marketing Vs. Traditional Marketing - Tools Used for Successful Marketing - SWOT Analysis of Business for Digital Marketing – Blogs, Websites, Portal and Their Differences - Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation..	7
<b>II</b>	<b>Digital Marketing Tools:</b> Meaning, Importance and Purpose of Social Media Marketing; Types of Social Media Websites. Blogging: Types of Blogs, Blogging Platforms; Social Media Engagement, Target Audience, Social Media Contents, Do's and Don'ts on Social Media; Search Engine Optimization: Meaning, Common SEO Techniques, Understanding Search Engines, Basics of Keyword Search, Google Rankings; Link Building; Steps to Optimize Website; Basics of Email Marketing: Types of Emails, Mailing List, Email Marketing Tools, Email Structure and Delivery and Email Campaign and Measurement. Email Automation	7
<b>III</b>	<b>Content Marketing &amp; Digital Advertising:</b> Basics of Content Marketing: Introduction, Content Marketing Statistics, Types of Content, Types of Blog Posts,	7

	Content Creation, Content optimization, Content Management & Distribution, Content Marketing Strategy, Content Creation Tools and Apps, Challenges of Content Marketing.	
<b>IV</b>	<b>Web Analytics:</b> Meaning and need of Search Engine Optimization (SEO) - Search Engine and Its Working Pattern, On-Page and Off-Page Optimization, SEO Tactics - SEM Web Analytics: Keyword Selection - Foundations of Analytics- Google Analytics and Google AdWords; Traffic Behaviour, Data Collection for Web Analytics, Universal Analytics, Tracking Code.	7
<b>V</b>	<b>Digital Marketing Strategies:</b> Digital Marketing Strategies – Exploring Digital Marketing; Strategies in Digital Marketing – Digital Landscape, Digital Marketing Plan, Digital Marketing Models - User Behaviour and User Experience Design.	7
<b>VI</b>	<b>Budget Allocation for Digital Marketing:</b> Digital Marketing Budget – Deciding the Product/Services, Establishing the GDPR Framework (Cost aspect), Target Marketing & Positioning Costing, Establishing the Reach & Selecting Keywords. Legal and Ethical considerations related to Digital Marketing Practices; Recent Case Studies on Digital Marketing.	7
<i>Use relevant cases for discussions.</i>		

#### Reference / Text Books:

- [1] Ahuja, Vandana. Digital Marketing. India, Oxford University Press, 2015.
- [2] Das, Abhishek. Application of Digital Marketing for Life Success in Business. India, BPB Publications, 2018.
- [3] Draper, Stuart, and Larson, Jeff. Digital Marketing Essentials. United States, Edify, 2017.
- [4] Kundu, Shakti. Digital Marketing Trends and Prospects: Develop an effective Digital Marketing strategy with SEO, SEM, PPC, Digital Display Ads & Email Marketing techniques. (English Edition). India, BPB PUBN, 2021.
- [5] Mathur, Vibha, Arora, Saloni. Digital Marketing. N.P., PHI Learning Pvt. Ltd., 2020.
- [6] Romi Sainy, and Rajendra Nargundkar. Digital Marketing: Cases from India. N.P., Notion Press, Incorporated, 2018.