

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
9.	UGSEC-104 (B)	Introduction to Digital Marketing	SEC	2	2	0	0	50	-	50

COURSE OUTCOMES

At the end of the course the student will be able to: -	
CO1	Describe the digital marketing evolution and competitive analysis.
CO2	Articulate the various digital marketing models for value creation.
CO3	Apply SEO techniques for effective online visibility.
CO4	Analyse social media for strategic content distribution.
CO5	Create email campaigns for effective outreach.

Detailed Syllabus**Section A**

Unit I: Introduction Digital marketing: Meaning – importance – traditional online marketing vs digital marketing – online marketplace analysis Microenvironment – Online Macro Environment - trends in digital marketing – competitive analysis.

(05 Hrs)

Unit II: Digital Marketing Models Creation: Factors impacting Digital Marketplace, Growth and Interactive Platforms, Impact and Importance of Interactive Platforms, The New Network Economy, Changing Sales and Customer Service Patterns, Value Chain Digitalization, Digital Marketing Business Models.

(05 Hrs)

Unit III: Search Engine Optimization (SEO) SEO: Meaning – History and growth of SEO –Importance of Search Engine - On page Optimization – off page optimization, Role of Search Engine Operation and Google Ad words

(05 Hrs)**Section B**

Unit IV: Social Media Marketing: Meaning of social media and Social Media Marketing; Social Management Tools Strategy and Planning; Social Media Network; Social Networking; Video Creation and Sharing; Use of different Social Media Platforms - Content Creation - Blogging – Guest Blogging.

(05 Hrs)

Unit V: Email marketing: Meaning, Evolution of email, the importance of email marketing, Development and Advancements in e-mail marketing, email marketing platforms – creating and Tracking emailers–create forms – create opt-in lists – mapping industry trends and eliminating spam messages.

(04 Hrs)**Textbooks**

S. No.	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1.	Digital Marketing for Dummies	Ryan Deiss & Russ Henneberry	John Wiley	1 st (2020)
2.	Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson	1 st (2017)

Reference Books

S. No.	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1.	New Rules of Marketing and PR	David Meerman Scott	John Wiley	9 th (2022)