

| 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:

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|---|---|
| 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): Meaning, History and growth of SEO, importance of search engine, on page optimization, off page optimization, role of search engine operation google ad words, search engine marketing: campaign creation, ad creation, approval and extensions.

(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) |