



Kot Bhalwal, Jammu

Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

INTRODUCTION TO DIGITAL MARKETING (UGSEC-104 B)

BBA-1ST SEMESTER

ACADEMIC YEAR (2024-25)

Sunanjita Mahajan

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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नवीनता

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGSEC-104 B	Introduction to Digital Marketing	Elective	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 to Financial Management: Introduction Digital marketing: Meaning – importance – traditional online marketing vs digital marketing –online marketplace analysis Microenvironment – Online Macro Environment - trends in digital marketing –competitive analysis.

(5 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.

(5 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

(5 Hr)

Section B

Unit IV: 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.

(4 Hrs)

Textbooks

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

COURSE PLAN		
Unit-I Introduction to Digital Marketing		
S. No	Topics	Recommended Books / Links
1	Introduction to Digital Marketing	Book 2, Chapter 1
2	Online vs Digital Marketing	Book 2, Chapter 1
3	Digital Marketplace Analysis: Micro and Macro	Book 2, Chapter 4
4	Digital Marketing Trends	Book 2: Chapter 10
5	Competition Analysis	https://digitalmarketinginstitute.com/blog/how-to-do-a-competitive-analysis-in-digital-marketing
Unit-II Digital Marketing Models Creation		
9	Factors impacting Digital Marketplace	Book 2, Chapter 2
10	Interactive Platforms, Impact and Importance of Interactive Platforms	Book 2, Chapter 2 https://www.colossyan.com/glossary/interactive-platforms#:~:text=Use%20case-Definition,%2C%20images%2C%20and%20dynamic%20content. https://softloom.com/the-impact-of-interactive-content-in-modern-digital-marketing/ https://www.cleverclip.ch/en/blog/interactive-platforms-importance-and-trends-for-2021
11	The New Network Economy	Book 2, Chapter 2
12	Changing Sales and Customer Service Patterns	https://www.ada-asia.com/insights/customer-behaviour-in-digital-marketing
13	Value Chain Digitalization	Book 2, Chapter 2
14	Marketing Business Models	Book 2, Chapter 2
Unit III- Search Engine Optimization (SEO) SEO:		
19	Meaning and Concept of SEO	Book 2, Chapter 8
20	History and Growth of SEO	https://www.infidigit.com/blog/history-of-seo/
21	Importance of SEO	https://armadadigital.co/search-engine-optimization-seo-importance/
22	On page Optimization – off page optimization,	Book 2, Chapter 8
	Role of Search Engine Operation and Google Ad words	https://rockcontent.com/blog/seo-vs-google-ads/
Unit-IV Social Media Marketing		
26	Meaning of social media and Social Media Marketing;	Book: Digital Marketing Excellence, Dave Chaffey and PR Smith, Routeledge. 5 th edition
27	Social Management Tools, Strategy and Planning	https://sproutsocial.com/insights/social-media-management-tools/#:~:text=Sprout%20Social,-Can't%20blame&text=Sprout%20Social%20is%20an%20all,%2C%20LinkedIn%2C%20Pinterest%20and%20YouTube.
28	Social Media Network; Social	https://www.investopedia.com/terms/s/social-



	Networking	networking.asp#:~:text=Social%20networking%20uses%20in%20internet%2Dbased%20social%20media%20platforms%20to%20connect,recognition%20and%20encourage%20brand%20loyalty.
29	Video Creation and Sharing	https://www.geektonight.com/dividend-theories/ Book: Digital Marketing By Seema Gupta, Mc Graw Hill, Chapter 12
30	Use of different Social Media Platforms - Content Creation - Blogging – Guest Blogging.	Book: Digital Marketing By Seema Gupta, Mc Graw Hill, Chapter 8 https://rockcontent.com/blog/content-creation/#:~:text=Content%20creation%20is%20the%20process,is%20perhaps%20the%20most%20commonplace. https://www.bigcommerce.com/glossary/guest-blogging/ https://in.indeed.com/career-advice/career-development/what-is-blogging#:~:text=The%20answer%20to%20%E2%80%9CWhat%20is,articles%20on%20a%20specific%20subject.
	Owned, Paid and Viral Content	Book 2, Chapter 6
Unit-V Email marketing		
33	Meaning, Evolution of email,	https://www.bookyourdata.com/blog/the-evolution-of-email
34	Importance of email marketing	https://www.site-seeker.com/9-reasons-why-email-marketing-is-so-important/
35	Advancements in email marketing	https://www.christophtrappe.com/the-latest-developments-in-email-marketing/#google_vignette
36	email marketing platforms – creating and Tracking	https://en.wikipedia.org/wiki/Email_tracking#:~:text=Email%20tracking%20or%20email%20tracker,IP%20address%20of%20the%20recipient.
38	Revision Classes	
39	Revision Classes	
40	Revision Classes	

ADDITIONAL WEB RESOURCES

1	Nptel: Fundamentals of Digital Marketing https://www.coursera.org/professional-certificates/google-digital-marketing-ecommerce?utm_medium=sem&utm_source=gg&utm_campaign=b2c_india_google-digital-marketing_google_ftcof_professional-certificates_arte_mar-24_dr_pmax_gads_lg-all&campaignid=21107479172&adgroupid=&device=c&keyword=&matchtype=&network=x&deviceid=&adposition=&creativeid=&hide_mobile_promo&gad_source=1&gclid=Cj0KCQjwxsm3BhDrARIsAMtVz6PgR-jfOg92qaG0K__Btybhtwync-D9qmgSRb1h5VCBZibCJfE9AiIaAliDEALw_wcB
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GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 20 marks
- **Attendance:** 10 marks



COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Wednesday (03:30 PM – 04:20 PM)
- **Contact Information**
sunanjita.mba@mietjammu.in