

COURSE FILE

Digital Marketing (UGSEC- 104 B)

BBA-1ST SEMESTER

ACADEMIC YEAR (2024-25)

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School of Management



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VISION OF THE INSTITUTE

To create a world - class institution.

MISSION OF THE INSTITUTE

To deliver exceptional value to students, industry & society.

VISION OF THE DEPARTMENT

To create a world class Business School.

MISSION OF THE DEPARTMENT

1. To impart high-quality instruction and experiential learning in the domain of management using innovation, research, and technology.
2. To equip students with fundamental knowledge, business, and functional skills to address real-world challenges in diverse domains.
3. To drive excellence and create significant value with extensive outreach, industry engagement and consultancy.

SYLLABUS

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
Faculty Details	sunanjita.mba@mietjammu.in								

Detailed Syllabus

Section A

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 OUTCOMES

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.

CO-PO AND CO-PSO MATRIX

CO	PO1	PO2	PO3	PO4	PO5	PO6
1	3	2	3	2	-	-
2	3	2	3	-	-	2
3	2	-	3	-	3	3
4	2	2	3	3	3	3
5	2	-	3	-	3	3

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, Routledge. 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 Networking	https://www.investopedia.com/terms/s/social-networking.asp#:~:text=Social%20networking%20uses%20in



		ternet%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	

COURSE ASSESSMENT PLAN

Assessment		Weightage in Marks	CO Mapping
Internal	Mid Semester Examination	20	CO1, CO2, CO3
	Assignment	20	CO4, CO5
	Attendance	10	-

QUESTION BANK

S. No.	Question	CO	Blooms Level
Unit 1			
1	List the major trends in digital marketing that have been gaining prominence especially amongst the millennial.	CO 1	1
2	Identify the critical role that digital marketing can play in the competitive market.		1
3	Explain how competitive analysis is the need of the hour. Do you think it impacts your marketing strategies?		2
4	Describe how the message received by you from a particular brand through various digital marketing tools show different messages?		2
5	Demonstrate how Instagram marketing can be a better medium over facebook for targeting Gen Z.		3
6	How does the traditional marketing varies from digital marketing?		3
7	Analyze the relevance of traditional marketing in today's time, given the rise of web marketing.		4
8	With the help of an example, compare and contrast a successful and an unsuccessful digital marketing campaign		4
9	Evaluate the role of digital marketing in today's era.		5
10	Create a digital marketing campaign for your own hypothetical brand ensuring it is in consensus with your mission, vision and customer group.		5
Unit 2			
1	From Brick and mortar to brick and clicks, detail a success story that highlights the relevance on digital marketplace.	CO 2	1
2	Identify the differences between brick and mortar and brick and click stores.		1
3	Explain in detail the concept of value chain digitization.		2
4	Describe the concept of new network economy and detail its various types.		2
5	Application of digital marketing models is diverse: Comment.		3
6	How are customer sales and service patterns changing and impacting the marketing strategies in recent times: Elaborate.		3
7	Nykaa is a beauty retail platform that moved from brick and mortar to brick and click. Assess this strategic move by Nykaa and evaluate its possible implications		4
8	Compare and contrast how amazon and flipkart varies across varioys digital value elements and give your suggestions for potential improvements.		4
9	Create elements of an interactive e-commerce platform by focusing on key digital value elements and highlighting its importance.		5
10	Critically assess the concept of market space vs marketplace		5
Unit 3			
1	List the keywords that you will incorporate on your website that deals with		1



	sneakers.		
2	Identify how SEO differentiates from SEM	CO 3	1
3	Explain the history and growth of search engine optimization in online marketing		2
4	Describe the necessity of search engine optimization for website enhancement.		2
5	How does off page optimization and on page optimization functions in an online environment		3
6	Why is google ad words an essential part of digital marketing?		3
7	Analyze the factors that impact the organic reach of a website.		4
8	Compare and contrast SEO and google ad words		4
9	Evaluate the role of google adwords in website marketing		5
10	Critically assess the essential elements in a website for organic reach.		5
Unit 4			
1	List the key advantages of blogging	CO 4	1
2	Define social media marketing		1
3	Video creation has been gaining a lot of prominence in promoting tourist destination. Is this a good strategy? Explain how by giving examples.		2
4	Describe the role of social media influencers in digital marketing.		2
5	How can companies differentiate the use of social media platforms across generation? Boomers vs millennial vs Gen Z		3
6	Demonstrate the disadvantage and advantage of paid advertising by influencers.		3
7	Analyze the difference between owned, paid and viral content.		4
8	Compare and contrast different social media marketing tools		4
9	Evaluate the relevance of podcasts in recent times. Justify it through real time examples.		5
10	You are a digital marketing manager of your company, create a business plan highlighting different social media platforms and tools that you will incorporate in your company highlighting what message you will convey and how.		5
Unit 5			
1	List the importance of email marketing	CO 5	1
2	Identify the limitations of email marketing in reference with the other available tools of digital marketing.		1
3	Email marketing was the first form of digital marketing: Discuss this statement by detailing the history of email marketing.		2
4	Describe the role and influence that email marketing has had on you. Has it ever induced a purchase behavior? Give examples.		2
5	How has the email marketing evolved over time? For good or bad?		3

6	Demonstrate when an email marketing is considered as a critical marketing technique.		3
7	Analyze the need for companies to track their email campaigning.		4
8	Compare and contrast email marketing and Instagram marketing.		4
9	Evaluate the relevance of email marketing from the perspective of boomers and millennial.		5
10	Create an email marketing strategy for your hypothetical product highlighting the key elements like messages, message formation and creativity.		5

SAMPLE ASSIGNMENT

Course Name – Financial Management

Course Code – BBA - 503

Maximum Marks - 10

Due Date: 15th October 2024

Question Number	Course Outcomes	Blooms' Level	Maximum Marks	Marks Obtain
Q1	CO4	3-6	5	
Q2	CO5	3-6	5	
Total Marks			10	

Faculty Signature:

Email:

Assignment Objectives:

The objective of this assignment is to deepen the understanding of principles and practices of management by exploring and applying its concepts and theories.

Assignment Instructions:

1. To be done in pairs.
2. Assessment Rubrics: The evaluation will be done as per the rubrics.
3. Submission Method: All the students will submit their individual hard copy of assignment and upload the same on Camu LMS on or before the Due date. No late submissions will be considered for the evaluation.

Guidelines for Each Question:

Q. No.	Question	BL	CO	Marks	Total Marks
1	Conduct a competitive analysis of your hypothetical company highlighting each steps and ensuring your brand effectively competes in the market.	4	4	5	10
2	Prepare a full blown digital marketing campaign in a. Video Marketing/ Podcast b. Instagram Posts c. E-mail Campaign d. Blog	4	5	5	10

SAMPLE MID SEMESTER EXAMINATION

Course Name –Introduction to Digital Marketing

Course Code – BBAMJ 104 (B)

Maximum Marks - 20

Time duration - 90 Mins

Instructions

- Question 1,2 and 4 are mandatory.
- Each question carries 3 marks.

Q.No.	Statement	Bloom's Level	CO Mapping
1	Create a digital marketing campaign for your own hypothetical brand ensuring it is in consensus with your mission, vision and customer group.	Create	CO1
2	From Brick and mortar to brick and clicks, detail a success story that highlights the relevance on digital marketplace	Remember	CO2
3a	List the major trends in digital marketing that have been gaining prominence especially amongst the millennial.	Understand	CO1
3b	Identify the critical role that digital marketing can play in the competitive market.	Understand	CO1
4	Describe the concept of new network economy and detail its various types.	Understand	CO2

5a	Analyze the factors that impact the organic reach of a website.	Analyse	CO3
5b	Compare and contrast SEO and google ad words	Analyse	CO3

ANNEXURE A

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

1. Demonstrate the ability to apply techniques of business analysis, data management and problem-solving skills to support business management decision-making.
2. Build leadership skills for implementing and coordinating organizational activities by thinking strategically.
3. Successfully apply the abilities to integrate business knowledge and management techniques to aid planning and control in a changing environment.

PROGRAMME OUTCOMES (POs)

1. Core Business Knowledge: Apply the knowledge of business administration, management skills, and tools acquired in the program, which will be helpful to bring the organizations effectiveness.
2. Career Planning and Decision Making: Identify and excel in their chosen career paths, and be able to emerge as efficient managers equipped with innovation, rationality, and application-oriented decision-making in the context of the ever-changing business environment.
3. Critical Thinking and Leadership: Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate the ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments.
4. Team Building and Communication: Communicate effectively and perform different roles efficiently as an individual or in a team in multi-disciplinary streams with an entrepreneurial edge.
5. Application of Statistical and Analytical tools: Apply the knowledge of contemporary issues and develop an art of using the latest techniques, skills, and necessary analytical tools for managerial practices.
6. Lifelong Learning: Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broader context of technological change.

PROGRAM SPECIFIC OUTCOMES (PSO)

1. Demonstrate managerial skills along with competency-building qualities in specific areas like Accountancy, Taxation, Banking and E-Commerce.



2. Demonstrate competence to find solutions to real-time problems with the specialized knowledge developed in Tally, Word, SPSS and E-Views.

ANNEXURE B

BLOOM'S TAXONOMY

Bloom's Taxonomy is a hierarchical framework used to classify educational objectives and learning outcomes. Each level of Bloom's Taxonomy represents a progressively higher level of cognitive complexity and sophistication. Educators use this framework to design curriculum, assess learning objectives, and create activities that promote higher-order thinking skills. By targeting different levels of Bloom's Taxonomy, educators can ensure a balanced approach to teaching and learning that fosters deep understanding and critical thinking across various subjects and disciplines.

S.No	Level of Learning	Characteristics of Learning	Verbs in Questions or Learning Outcomes
1.	Remembering	This level involves recalling facts, basic concepts, or specific information without necessarily understanding or interpreting it.	List, Identify, Outline
2.	Understanding	At this level, students demonstrate comprehension and grasp of the meaning of information. They can explain ideas or concepts in their own words, interpret data, and summarize information.	Explain, Describe, Interpret, Distinguish
3.	Applying	Students can use acquired knowledge in new situations or contexts. They can apply concepts, principles, or procedures in a different way or to solve problems.	Apply, Calculate, Solve
4.	Analyzing	This level involves breaking down information into its constituent parts and examining relationships between them. Students can identify patterns, organize information, and make connections between ideas.	Classify, Derive, Explain
5.	Evaluating	At this level, students can make judgments about the value or quality of ideas, theories, or solutions based on criteria and standards. They can assess the strengths and weaknesses of arguments, methods, or designs.	Determine, Optimize, Evaluate
6.	Creating	The highest level of Bloom's Taxonomy involves generating new ideas, products, or ways of thinking. Students can design, compose, or invent based on existing knowledge and skills, demonstrating creativity and originality.	Formulate, Design, Create

ANNEXURE C

ASSIGNMENT GUIDELINES

1. Title Page: Use the Standardized Front Page shared by the Department.
2. Font and Spacing: Use a Times New Roman in 12-point size. 1.5 line spacing in the entire document, including the title page, headings, and references.
 1. Margins: Set 1-inch (2.54 cm) margins on all sides of the paper.
 2. Header: Include a header as Assignment and Course Code in the top right corner of each page (except the title page).
 3. Title: Center the title of your assignment at the top of the first page. It should be bold and in title case (capitalize major words).
 4. Headings: Use headings and subheadings to organize your content. Typically, use bold for main headings (e.g., "Introduction") and italics for subheadings (e.g., "Methods").
 5. Page Numbers: Page numbers should be placed in the footer of each page, starting from the second page (the title page is page 1).
 6. Citations and References: Use a consistent APA citation style to cite references.
 7. Pagination and Length: The minimum length of the assignment should be 2000 words excluding the references.
 8. Figures and Tables: If you include figures or tables, provide clear labels and captions.
 9. Figure number should be placed below the Figure as Figure,1 and for the tables, the table number must be mentioned above the table as Table I.
 10. Appendices (if needed): Include appendices for supplementary materials, such as charts, graphs, or lengthy data tables.
 11. Submission Format: Submit your assignment in the soft copy format as PDF and upload it on CAMU as per the submission deadline. Please ensure that the assignment is renamed as Roll No.
 12. Proofreading and Editing: Carefully proofread and edit your assignment for clarity, grammar, and spelling errors before submission.
 13. Plagiarism must be below 15 percent for the assignment submitted.

ASSIGNMENT RUBRICS

Parameters	Criteria					Marks Distribution
	1	2	3	4	5	
Writing Skills a) Content	The content was not relevant to the given task	The content was minimally relevant to the given task	The content was generally relevant to the given task	The content was relevant to the given task	The content was very relevant to the given task	2
b) Organization	The assignment is poorly organized and lacked supporting evidence	The organization of the assignment is somewhat organized with minimal supporting evidence	The organization of the assignment is acceptable with some supporting evidence	The organization of the assignment is well organized and supported	The assignment is very well organized and supported	1
c) Grammar-Mechanics-Usage- Spelling	Too many grammatical errors	Numerous grammatical errors	Several grammatical errors	Few grammatical errors	No grammatical errors	1
Knowledge Skills	Student does not demonstrate the subject knowledge	Student demonstrates some grasp of the subject knowledge	Student demonstrates moderate level of the subject knowledge	Student demonstrates sufficient level of the subject knowledge	Student demonstrates sound subject knowledge	2
Overall Presentation/Viva	Unable to answer questions, not prepared and confidence at all	Able to answer questions but not prepared and confidence	Presentation is acceptable but there are some areas that could be improved./ Able to answer questions but with little preparation and confidence	Presentation is of good quality, with a clear effort to present the work professionally and effectively./ Able to answer questions well and slightly confidence and well prepared	Presentation (including code structure, comments, user interface, and documentation) is of exceptionally high quality./ Able to answer questions very well and confidently. Very well prepared	4



ANNEXURE D

ATTENDANCE GUIDELINES

S.No	Attendance Percentage	Marks to be Allotted
1	Above 90%	100 %
2	Above 85% - 90%	80 %
3	75% -85%	60%
4	Below 75%	0