



## Department of BBA

### Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Introduction to Digital Marketing
2.	Course Code	UGSEC-104 (B)
3.	Academic Year	2024-2025
4.	Semester	1
5.	Number of Lesson plans	24
6.	Faculty Assigned	Ms Sunanjita Mahajan

Faculty Signature



<b>Lesson Plan No. 1.1</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of digital marketing</li> <li><input type="checkbox"/> Students will be able to gauge the need of digital marketing in today's time</li> <li><input type="checkbox"/> Students will be able to explain the co-existence of digital and traditional marketing.</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction (05 minutes)</b></p> <p>Start with a question: Ask the class, "Have you come across any ad on social media for a product you were just talking about?"</p> <p>Can you give some examples of engaging social media ad that was engaging?</p> <p>Real-world connection: Show an image of recent influencer posts on various products</p> <p><b>2. Development (30 minutes)</b></p> <p><b>Introduction to marketing</b> Explain that key concept of marketing, highlighting its evolution from the production concept to the social marketing concept. Focus on need or solution based marketing in times of consumer awareness.</p> <p><b>4P's of Marketing</b> Explain how 4 P's of marketing goes beyond traditional approach and how it has a bearing on consumer's marketing campaign. Case of 82* E will be discussed</p>



	<p><b>Introduction to Digital Marketing</b> Explain that concept and relevance of digital marketing How does it differ from traditional marketing: an overview</p>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Discuss the University Questions from the Syllabus.</li><li>3. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. What are the 4 P's of marketing</li><li>2. Can Price be a marketing strategy</li><li>3. Why do you think luxury brands in India are physically located at DLF and not other malls?</li></ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.2</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of digital marketing</li> <li><input type="checkbox"/> Students will be able to gauge the need of digital marketing in today's time</li> <li><input type="checkbox"/> Students will be able to evaluate the relevance of creativity in digital marketing</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Start with a question: Ask the class, "Is traditional marketing irrelevant?"</p> <p>Have you ever paid attention to Zomato's push notification?</p> <p>Give some real time examples of the notification of zomato or swiggy that caught your attention</p> <p>How often have these notification motivated you to place order online?</p> <p><b>2. Development</b> (30 minutes)</p> <p>Decoding Zomato's Push Notification</p> <ul style="list-style-type: none"> <li>• Personalisation: Zomato's microcopy goes beyond mere words—it's a personalized experience</li> <li>• Emotional Appeal: Food is not just sustenance; it's an emotion—most of us can agree with that. Zomato is excellent at tapping into that sentiment.</li> <li>• Relatable: Establishing a genuine connection is the ultimate goal of any copy, and relatability is the key to achieving it</li> </ul>



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	<ul style="list-style-type: none"><li>• <b>Curiosity:</b> The core purpose of push notifications across most products is to leave users intrigued and eager for more, encouraging further exploration.  Zomato’s push notifications excel at piquing curiosity and sparking interest. Whether it’s a clever math pun or seemingly random gibberish, these notifications compel users to tap and uncover what lies beyond.</li><li>• <b>Trend Spotting:</b> Keeping up with trends in the online world is crucial for relevance, engagement, and connection with users. Zomato misses no opportunity in this domain.</li></ul>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Discuss the University Questions from the Syllabus.</li><li>3. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. What are the essential elements of any digital marketing message</li><li>2. Why is trend spotting essential?</li></ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.3</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of digital marketplace</li> <li><input type="checkbox"/> Students will be able to gauge the need of to provide effective marketplaces</li> <li><input type="checkbox"/> Students will be able to illustrate the impact of micro and macro factors on digital marketplace</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction (05 minutes)</b></p> <p>Start with a question: Ask the class, "What makes amazon the go to space for shopping?"</p> <p>Can you give differentiate between internal and external environment?</p> <p>Real-world connection: Illustrate how digital marketplace and enhancing user experience</p> <p><b>2. Development (30 minutes)</b></p> <p><b>Introduction to marketplace</b> Explain that key concept of marketplace and its types including B2B B2C C2C B2G With real examples.</p>



	<p><b>Micro Environment</b>  Meaning and components  Suppliers  Customers  Competitors  Key focus on how the impact the digital marketplace with real time examples</p> <p><b>Macro Environment</b>  ECONOMIC: Big Billion Days  SOCIO-CULTURAL: Tanishq, a jewelry brand, has launched campaigns that celebrate diversity and inclusivity,  POLITICAL AND LEGAL: APPLE PROMOTING DATA PRIVACY, In response to the government’s push for digital payments and financial inclusion, Paytm shifted its marketing focus to highlight safety, security, and ease of use  TECHNOLOGICAL: Zomato’s AI recommendations, Fintech, EDtech</p>
<p><b>Closure</b></p>	<p>4. Summarize the Lesson Learning Outcomes and get affirmation from students on these.  5. Discuss the University Questions from the Syllabus.  6. Suggested Reading: Digital Marketing for Dummies</p>
<p><b>Evaluation</b></p>	<p>3. What is the relevance of digital marketplace  4. Can differentiate between micro and macro environment  5. How do you think COVID impacted the strategies of business that are operating digitally?  Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.4</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of competitive analysis</li> <li><input type="checkbox"/> Students will be able to gauge the need to evaluate the competitors digital marketing strategies</li> <li><input type="checkbox"/> Students will be able to conduct competitive analysis</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class</p> <p>Question: Does your competitors marketing strategy matter to you?</p> <p>Real-world connection: Illustrate how rival firms have in the past competed in marketing sense with one another?</p> <p>Discuss example of Burger King and Mc Donalds</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Introduction to competitive analysis</b></p> <p>Focus is to explain Competitive analysis in digital marketing as a process that researches competitors to identify strengths and weaknesses. It examines the strategies companies use for marketing, pricing, product development, and distribution to gain insights</p> <p><b>Why you should do a Competitive Analysis in Digital Marketing?</b></p> <p>Identify barriers and opportunities in a market</p> <p>Identify your value proposition and how it differs from competitors</p> <p>Highlight where competitors are not delivering or have weaknesses</p> <p>Target the most effective digital strategies in your marketplace</p>



	<p>Identify new customers and territories Uncover market trends See the potential for a new product or service Establish a benchmark to measure your performance against</p> <p><b>Applying 4P's of Marketing in competitive analysis</b></p> <p><b>Product</b> - What are they selling? What do customers like about their product or service? What makes it a successful product or service? What features or product(s) does their product have over mine?</p> <p><b>Price</b> - What price model do they use? Is it a one-off payment or subscription-based? What makes the price point attractive?</p> <p><b>Promotion</b> - How do they promote their brand and offerings? What digital channels are they most active in promoting? What tactics do they use to promote?</p> <p><b>Place</b> - Where do they sell? Are they active online or do they have brick-and-mortar stores or branches</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>7. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>8. Discuss the University Questions from the Syllabus.</li> <li>9. Suggested Reading: Digital Marketing for Dummies</li> </ol>
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>6. What is the relevance of digital marketplace</li> <li>7. Can differentiate between micro and macro environment</li> <li>8. How do you think COVID impacted the strategies of business that are operating digitally?</li> </ol> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 1.5</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	<p>At the end of the lesson the students shall be able to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of competitive analysis</li> <li><input type="checkbox"/> Students will be able to gauge the need to evaluate the competitors digital marketing strategies</li> <li><input type="checkbox"/> Students will be able to conduct competitive analysis</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction (05 minutes)</b></p> <p>Recap of previous class</p> <p>Overview of competitive analysis</p> <p>Recap of types of business environment</p> <p>Role of 4P in competitive analysis</p> <p><b>2. Development (30 minutes)</b></p> <p><b>CONDUCT A COMPETITORS' ANALYSIS FOR YOUR PRODUCT: SPORTS SHOE: Rockerz</b></p> <p><b>Determine competitor types</b></p> <p>Not all competitors should be treated the same. Split them into categories based on their level of competitiveness</p> <p><b>Profile your competitors' target customers</b></p> <p>Understanding the audience of your competitors will tell you a lot about a business. It will help you to understand who they target and the digital channels they use effectively to do that.</p> <p><b>Applying 4P's of Marketing in competitive analysis</b></p> <p><b>Product</b> - What are they selling? What do customers like about their product or service? What makes it a successful product or service? What features or product(s) does their product have over mine?</p> <p><b>Price</b> - What price model do they use? Is it a one-off payment or subscription-based? What makes the price point attractive?</p>



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	<p><b>Promotion</b> - How do they promote their brand and offerings? What digital channels are they most active in promoting? What tactics do they use to promote?</p> <p><b>Place</b> - Where do they sell? Are they active online or do they have brick-and-mortar stores or branches</p> <p><b>Use a framework for analysis</b></p> <p>What method you use to analyze your competitors depends on what you want to know.</p> <p>For example, you can use SWOT analysis once you gather all the data if you want to discover new opportunities or threats in the marketplace. This will also help you identify your strengths and weaknesses.</p>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Discuss the University Questions from the Syllabus.</li><li>3. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Evaluating student's analysis of the competitor brand Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 2.1</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of digital marketplace</li> <li><input type="checkbox"/> Students will be able to gauge the importance of brick and click stores</li> <li><input type="checkbox"/> Students will be able to assess the factors responsible for the growth of marketplaces</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class Focus the introduction on digital marketplace and its relevance in recent times</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Types of marketplaces</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Product-Based Marketplaces: These platforms focus on facilitating the buying and selling of physical goods, ranging from consumer electronics and clothing to home appliances and automotive parts.</li> <li><input type="checkbox"/> Service-Based Marketplaces: These platforms connect service providers with consumers seeking various services, such as freelance work, consulting, tutoring, or home repair.</li> <li><input type="checkbox"/> Digital Asset Marketplaces: These specialized platforms are dedicated to the exchange of digital products, including software, e-books, music, videos, and digital art.</li> </ul> <p><b>Factors behind the growth of digital marketplace</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Interactivity</li> <li><input type="checkbox"/> Revised relationships between multiple business group</li> <li><input type="checkbox"/> Emergence of New network economy</li> <li><input type="checkbox"/> Surfacing of Customer Experience</li> </ul> <p>Focus to give an overview of these components</p>



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<b>Closure</b>	<ol style="list-style-type: none"><li>4. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>5. Discuss the University Questions from the Syllabus.</li><li>6. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>2. Evaluating student's understanding of marketplace and gauge their deeper understanding Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 2.2</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of digital marketplace</li> <li><input type="checkbox"/> Students will be able to gauge the importance of brick and click stores</li> <li><input type="checkbox"/> Students will be able to assess the role of interactive platforms in e-marketplace</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class Focus on the introduction to interactivity on digital marketplace platform</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Types of Interactivity</b> Information-seeking interaction Problem-solving interaction Community interaction Activity based interaction Expert opinion interaction Feedback eliciting interaction</p> <p><b>Examples of interactivity in platforms</b> Information-Seeking Interaction Google Scholar: For academic research and papers. Quora: Where users ask questions and get answers from the community. Wikis: Collaborative platforms like Wikipedia where users can seek and share information. Problem-Solving Interaction Reddit (specific subreddits): For advice on various topics, such as r/AskReddit or r/technology. Community Interaction</p>



	<p>Facebook Groups: Where people with shared interests can connect and interact.</p> <p>Activity-Based Interaction</p> <p>Twitch: For live streaming video games and interacting with viewers in real time.</p> <p>Expert Opinion Interaction</p> <p>LinkedIn: Professionals share insights and opinions on industry-related topics.</p> <p>ResearchGate: Where researchers can share their work and seek expert opinions.</p> <p>Feedback Eliciting Interaction</p> <p>Platforms:</p> <p>SurveyMonkey or Google Forms: For gathering feedback from users or participants.</p> <p>UserTesting: A platform where companies can gather user feedback on their products.</p> <p>Slack: Channels can be used for real-time feedback on projects or initiatives within teams.</p> <p><b>Impact of interactive platform</b></p> <p>Customer can voice opinions</p> <p>Pose queries- discuss with experts in real time</p> <p>Helps marketer get instant feedback</p> <p>Personalisation</p>
<p><b>Closure</b></p>	<p>7. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>8. Discuss the real time examples and their impact.</p> <p>9. Suggested Reading: Digital Marketing for Dummies</p>
<p><b>Evaluation</b></p>	<p>3. Evaluating student's understanding of marketplace and gauge their deeper understanding</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 2.3</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of digital marketplace</li> <li><input type="checkbox"/> Students will be able to assess the role of the new network economy in e-marketplace</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class Questions? How does interactivity promote marketing? Which marketplace do you think is more interactive amazon or flipkart? What factors are you accounting to support your decision?</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Introduction to New Network Economy</b> It's an emerging type of economic environment arising from the digitization of fast-growing, multilayered, highly interactive, real-time connections among people, devices, and businesses.</p> <p>New network economy involves value being added to products and services through social networks operating on a large or global scale</p> <p>Example of facebook grew through social connections and each of us found more value from it when more people joined it and kept sustaining its value</p> <p><b>Networks Effect</b> Understanding network effects Types of network effects Direct: instagram, tik-tok/musiclly Indirect: computer=hard drives Two-sided: gamers=developers</p>



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<b>Closure</b>	10. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 1. How network economies impact digital marketplace? 2. Suggested Reading: Digital Marketing for Dummies
<b>Evaluation</b>	4. Evaluating student's understanding of marketplace and gauge their deeper understanding Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No. 2.4</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able understand the concept of digital marketplace</li> <li><input type="checkbox"/> Students will be able to assess the role of the changing customer sales pattern in e-marketplace</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class Questions? What is the difference between direct, indirect and two sided network effects? How did Instagram gain from network effects What factors are you accounting to support your decision?</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Introduction to Customer sales pattern</b> History of customer services WHAT HAPPENED BEFORE?</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Get the product</li> <li><input type="checkbox"/> Identify customers</li> <li><input type="checkbox"/> Give them information</li> <li><input type="checkbox"/> Persuade them</li> </ul> <p>Overview of how things have changed now Information accessible to customers Changing pattern of communication channel Deriving meaning and huge sets of customer data Knowledge of changing platforms and tools for sales</p> <p><b>Evaluating the impact of customer changing patterns on marketing strategies</b> Overview with examples</p>



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<b>Closure</b>	11. Summarize the Lesson Learning Outcomes and get affirmation from students on these. 3. How customer expectations impact digital marketplace? 4. Suggested Reading: Digital Marketing for Dummies
<b>Evaluation</b>	5. Evaluating student's understanding of marketplace and gauge their deeper understanding Spend 5 minutes to evaluate student assimilation of the lesson contents



<b>Lesson Plan No. 2.5</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Digital Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	<p>At the end of the lesson the students shall be able to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept value chain digitisation</li> <li><input type="checkbox"/> Students will be analyze the importance of adding value at each stage of digital value chain</li> <li><input type="checkbox"/> Students will be able to differentiate between physical and digital value chain</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class          Question: Elaborate the role of Interactivity          New network economy          Changing customer patterns          Impact digital marketplace</p> <p><b>2. Development</b> (30 minutes)</p> <p>2. Development (30 minutes)</p> <p>Introduction to Value Chain</p> <ul style="list-style-type: none"> <li>• Overview of value chain</li> <li>• Elements of value chain</li> <li>• Brief overview of porter’s value chain</li> </ul> <p><b>Introduction to digital value chain</b></p> <p>Value chain digitization refers to the process of integrating digital technologies into the various activities of a company's value chain. The value chain encompasses all the steps a business takes to deliver a product or service, from initial design and production to marketing, sales, and after-sales service</p>





	<p>Value chain of Amazon (Physical)</p> <p>Value chain of bookings.com</p> <p><b>Elements of digital value chain</b></p> <ul style="list-style-type: none"><li>• Convenience</li><li>• variety</li><li>• cost</li><li>• aesthetics</li><li>• communication</li><li>• customisation</li></ul>
<b>Closure</b>	<p>12. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>5. How customer expectations impact digital marketplace?</p> <p>6. Suggested Reading: Digital Marketing for Dummies</p>
<b>Evaluation</b>	<p>6. Evaluating student's understanding of marketplace and gauge their deeper understanding</p> <p>Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 3.1</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: SEO &amp; Google adwords</b>	<b>Course No.: UGSEC 104 (B)</b>
<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept value chain SEO</li> <li><input type="checkbox"/> Students will be analyze the importance of SEO in for website efficiency</li> <li><input type="checkbox"/> Students will be able to differentiate between SEO &amp; SEM</li> </ul>	
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>	
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Are you familiar with the concept of search engine page? Can you list some commonly used search engines? What does serp mean? How often have you moved to page number 2 in your search engine results?</p> <p><b>2. Development</b> (30 minutes)</p> <p>Evolution of SEO</p> <p>From acceptance to use of black hat tactics</p> <p>Concept of SEO</p> <p>Relevance of SEO</p> <p>Increasing need of incorporating SEO tactics with changing times</p> <p><b>3. In class exhibition on search results</b></p> <p>SEO and SEM</p> <p>Different types of search results: sponsored and non sponsored</p>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. How SEO impacts ranking?</li> <li>3. Suggest exhaustive keywords for a shoe brand</li> <li>4. Suggested Reading: Digital Marketing for Dummies</li> </ol>	



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<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Evaluating student's understanding of SEO and its relevance in today's time. Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>
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<b>Lesson Plan No. 3.2</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: SEO &amp; Google adwords</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept value chain SEO</li> <li><input type="checkbox"/> Students will be analyze the importance of SEO in for website efficiency</li> <li><input type="checkbox"/> Students will be able to differentiate between SEO &amp; SEM</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>What are the various black-hat tactics? Explain the concept of SEO Why SEO important?</p> <p><b>2. Development</b> (30 minutes)</p> <p>SEO tactics (an overview)</p> <ul style="list-style-type: none"> <li>• <b>Keyword research:</b> Use tools like Google Keyword Planner or Ubersuggest to find relevant keywords and phrases to incorporate into your content.</li> <li>• <b>Title tags:</b> Use relevant title tags that include your primary keywords.</li> <li>• <b>Meta descriptions:</b> Write engaging and relevant meta descriptions that include your primary keywords.</li> <li>• <b>Header tags:</b> Use header tags to organize your content, highlight important topics, and include your primary keywords.</li> <li>• <b>URL structure:</b> Make your URL structure simple and easy to read, and include your primary keywords.</li> </ul>



	<ul style="list-style-type: none"> <li>• <b>Content optimization:</b> Ensure your content is high-quality, informative, and relevant to your audience.</li> <li>• <b>Technical SEO:</b> Improve your website's architecture and backend elements to make it more accessible and user-friendly for both search engines and website visitors. This includes optimizing site load time, configuring robot.txt files, and setting up redirects.</li> <li>• <b>Internal links:</b> Use internal links to help search engines understand your website's structure and how your content is related. You can point more internal links at pages that need a boost.</li> <li>• <b>Images:</b> Add high-quality images to your site, and optimize them with descriptive alt text.</li> <li>• <b>Videos:</b> Optimize your videos.</li> <li>• <b>Track results:</b> Use the Google Search Console to track your results.</li> </ul>
<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Suggested Reading: Digital Marketing for Dummies</li> </ol>
<p><b>Evaluation</b></p>	<ol style="list-style-type: none"> <li>1. Evaluating student's understanding of SEO tactics and its relevance in today's time.</li> <li>2. Spend 5 minutes to evaluate student assimilation of the lesson contents</li> </ol>



<b>Lesson Plan No. 3.3</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: SEO &amp; Google adwords</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept On page SEO</li> <li><input type="checkbox"/> Students will be analyze the importance of on page SEO in for website efficiency</li> <li><input type="checkbox"/> Students will be able to list various on page tactics</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class with focus on SEO</p> <p>Introduction to ON page optimisation</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>On-page SEO (Search Engine Optimization)</b> refers to the practice of optimizing individual web pages to improve their rankings in search engines and drive organic traffic. Unlike off-page SEO, which involves external factors like backlinks and social signals, on-page SEO focuses on elements that are directly within the control of the website owner and developer.</p> <p><b>Key elements of On page SEO</b></p> <ol style="list-style-type: none"> <li>3. <b>Keyword research:</b> Use tools like Google Keyword Planner or Ubersuggest to find relevant keywords and phrases to incorporate into your content.</li> <li>4. <b>Title tags:</b> Use relevant title tags that include your primary keywords.</li> <li>5. <b>Meta descriptions:</b> Write engaging and relevant meta descriptions that include your primary keywords.</li> <li>6. <b>Header tags:</b> Use header tags to organize your content, highlight important topics, and include your primary keywords.</li> <li>7. <b>URL structure:</b> Make your URL structure simple and easy to read, and include your primary keywords.</li> </ol>



	<ol style="list-style-type: none"> <li>8. <b>Content optimization:</b> Ensure your content is high-quality, informative, and relevant to your audience.</li> <li>9. <b>Technical SEO:</b> Improve your website's architecture and backend elements to make it more accessible and user-friendly for both search engines and website visitors. This includes optimizing site load time, configuring robot.txt files, and setting up redirects.</li> <li>10. <b>Internal links:</b> Use internal links to help search engines understand your website's structure and how your content is related. You can point more internal links at pages that need a boost.</li> <li>11. <b>Images:</b> Add high-quality images to your site, and optimize them with descriptive alt text.</li> <li>12. <b>Videos:</b> Optimize your videos.</li> <li>13. <b>Track results:</b> Use the Google Search Console to track your results.</li> </ol>
<p><b>Closure</b></p>	<ol style="list-style-type: none"> <li>a. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>b. Suggested Reading: Digital Marketing for Dummies</li> </ol>
<p><b>Evaluation</b></p>	<ol style="list-style-type: none"> <li>1. Evaluating student's understanding of On page SEO tactics and its relevance in today's time.</li> <li>2. Spend 5 minutes to evaluate student assimilation of the lesson contents</li> </ol>



<b>Lesson Plan No. 3.4</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: SEO &amp; Google adwords</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept Off page SEO</li> <li><input type="checkbox"/> Students will be analyze the importance of Off page SEO in for website efficiency</li> <li><input type="checkbox"/> Students will be able to list various on page tactics</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Recap of previous class with focus on On-page SEO</p> <p>Introduction to Off page optimization</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Off-page SEO</b> refers to all the actions you take <b>outside</b> of your own website to improve its ranking on search engine results pages (SERPs) and enhance its visibility and authority. While on-page SEO involves optimizing the content and technical aspects within your website (e.g., content quality, keyword optimization, meta tags, etc.), off-page SEO focuses on factors that occur <b>externally</b> and are beyond your direct control, such as backlinks, social media signals, and online reputation.</p> <p><b>Key Elements of Off-Page SEO</b></p> <p><b>1. Backlinks (Link Building)</b></p> <ul style="list-style-type: none"> <li>○ <b>What It Is:</b> Backlinks (also called inbound links) are links from other websites pointing to your own website. Search engines view backlinks as a vote of confidence in your content.</li> <li>○ <b>Why It Matters:</b> Backlinks are one of the most important ranking factors in SEO. Websites with more high-quality backlinks tend to rank higher because they are seen as more trustworthy and authoritative.</li> <li>○ <b>Best Practices:</b> <ul style="list-style-type: none"> <li>▪ <b>Quality over Quantity:</b> A few high-quality backlinks from authoritative websites (e.g., .edu</li> </ul> </li> </ul>



or .gov domains, well-known brands) are far more valuable than numerous low-quality links.

- **Natural Link Acquisition:** Links should come from content that naturally references your site, rather than artificial or manipulative link-building tactics.
- **Diverse Link Profile:** Aim to get backlinks from various types of sources (blogs, news sites, directories, etc.) and in different formats (text links, image links, etc.).

### 2. Social Media Signals

- **What It Is:** The presence and activity of your website on social media platforms like Facebook, Twitter, LinkedIn, Instagram, and YouTube.
- **Why It Matters:** While social signals (likes, shares, comments, etc.) don't directly impact search rankings, they can drive traffic to your website, increase brand awareness, and indirectly lead to backlinks from other websites.
- **Best Practices:**
  - **Shareable Content:** Create content that encourages users to share it on social media, such as infographics, viral videos, or highly engaging articles.
  - **Engagement:** Interact with your audience through comments, shares, and likes to boost your social media presence.
  - **Social Proof:** A strong social media presence can establish your site as a trusted source of information, encouraging others to link to it.

### 3. Guest Blogging

- **What It Is:** Writing articles or blog posts for other websites within your industry or niche in exchange for a backlink to your own website.
- **Why It Matters:** Guest blogging allows you to reach a new audience, establish yourself as an authority in your field, and earn high-quality backlinks.
- **Best Practices:**
  - **Choose Relevant Websites:** Contribute to sites that are relevant to your niche and have a good reputation.
  - **High-Quality Content:** Ensure the content you write is valuable, informative, and engaging, as it will represent your brand.
  - **Natural Backlinking:** Always include a backlink in a natural, contextually relevant manner.



#### 4. Influencer Marketing

- **What It Is:** Partnering with influencers or industry leaders to promote your content, products, or services.
- **Why It Matters:** Influencers can drive significant traffic to your site, generate backlinks, and enhance your credibility within your niche.
- **Best Practices:**
  - **Find Relevant Influencers:** Choose influencers who have an audience that aligns with your target market.
  - **Authenticity:** Ensure that your collaboration feels authentic and doesn't come off as overly promotional, as this can damage both your and the influencer's reputation.

#### 5. Brand Mentions (Unlinked Mentions)

- **What It Is:** When your brand or website is mentioned online without a backlink. This can happen on forums, blogs, social media, or news articles.
- **Why It Matters:** Even if a brand mention isn't linked to your site, search engines can associate your site with those mentions. Over time, this can positively affect your rankings, especially when many reputable sources mention your brand.
- **Best Practices:**
  - **Monitor Mentions:** Use tools like Google Alerts or Mention to track your brand's mentions.
  - **Request Backlinks:** When appropriate, reach out to sites that mention you but don't link back and request a link to your website.

#### 6. Local SEO and Citations

- **What It Is:** Citations are online mentions of your business's name, address, and phone number (NAP) on third-party sites, directories, or local business listings.
- **Why It Matters:** Local SEO and citations are especially important for businesses serving a specific geographic area. Consistent NAP information across reputable local business directories (e.g., Google My Business, Yelp, Yellow Pages) can help your site rank better in local search results.
- **Best Practices:**
  - **Claim Local Listings:** Make sure your business is listed on major directories like Google My Business, Yelp, and Bing Places.
  - **Consistency:** Ensure that your NAP information is consistent across all platforms, as discrepancies



can confuse search engines and negatively affect local SEO.

- **Get Reviews:** Positive customer reviews can improve your local rankings and drive more traffic.

#### 7. Content Marketing (External Content)

- **What It Is:** Creating and distributing valuable content on external platforms, such as blog posts, infographics, videos, or podcasts, that link back to your website.
- **Why It Matters:** Quality content marketing efforts (e.g., infographics or viral blog posts) can attract backlinks, social shares, and traffic, all of which improve your off-page SEO.
- **Best Practices:**
  - **Content that Adds Value:** Focus on creating content that's useful, shareable, and informative to encourage engagement and links.
  - **Distribute Widely:** Use content distribution channels such as social media, email newsletters, and industry blogs to maximize exposure.

#### 8. Forum and Community Engagement

- **What It Is:** Engaging in online communities (such as Reddit, Quora, and niche forums) by answering questions, sharing valuable insights, and participating in discussions.
- **Why It Matters:** Active participation in forums and communities can help establish you as an authority in your field, increase brand awareness, and potentially drive traffic to your website.
- **Best Practices:**
  - **Provide Value:** Avoid being overly promotional. Focus on providing helpful, valuable responses.
  - **Use Profile Links:** Many forums allow you to link back to your website in your profile or signature, which can help with indirect SEO benefits.

#### 9. Influential and Authoritative Backlinks

- **What It Is:** Acquiring backlinks from high-authority, credible websites in your industry or related fields.
- **Why It Matters:** High-authority backlinks are seen as strong endorsements by search engines. The higher the authority of the linking site, the more valuable the backlink.
- **Best Practices:**
  - **Quality Content:** Creating great content naturally attracts high-quality backlinks.



	<ul style="list-style-type: none"> <li>▪ <b>Relationships:</b> Build relationships with influencers, journalists, and thought leaders who can link to your content.</li> <li>▪ <b>Outreach:</b> If you have valuable content, reach out to authoritative sites and ask them to link to your content.</li> </ul> <p><b>10. Video Marketing (YouTube, Vimeo)</b></p> <ul style="list-style-type: none"> <li>○ <b>What It Is:</b> Creating and promoting videos to drive traffic and backlinks to your website.</li> <li>○ <b>Why It Matters:</b> Video content is highly engaging and shareable, and YouTube (owned by Google) is the second-largest search engine after Google. Videos can also rank on the SERPs and drive traffic to your site.</li> <li>○ <b>Best Practices:</b> <ul style="list-style-type: none"> <li>▪ <b>Optimize Video Content:</b> Use descriptive titles, tags, and descriptions to help search engines understand the content.</li> <li>▪ <b>Include Links:</b> Include links back to your website in the video description and during the video itself</li> </ul> </li> </ul>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>2. Suggested Reading: Digital Marketing for Dummies</li> </ol>
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>1. Evaluating student's understanding of On page SEO tactics and its relevance in today's time. Spend 5 minutes to evaluate student assimilation of the lesson contents</li> </ol>



<b>Lesson Plan No. 4.1</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Social Media and Social Media Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept SMM</li> <li><input type="checkbox"/> Students will be made aware of various tools for SMM</li> <li><input type="checkbox"/> Students will be analyze the role of SMM for small businesses</li> <li><input type="checkbox"/> Students will be able to bifurcate the role of ach SM platform for making targeted marketing campaigns</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Overview of Social Media</p> <p>Overview of Social Media Marketing</p> <p><b>2. Development</b> (30 minutes)</p> <p>Social management tools are software platforms designed to help individuals and businesses manage their social media presence, schedule posts, engage with followers, analyze performance, and streamline content creation and distribution across multiple social media platforms. Here are some popular social media management tools:</p> <p><b>1. Hootsuite</b></p> <ul style="list-style-type: none"> <li>• <b>Features:</b> Schedule posts, manage multiple social media accounts, track social media analytics, collaborate with teams, and monitor social media conversations.</li> <li>• <b>Supported Platforms:</b> Facebook, Twitter, LinkedIn, Instagram, YouTube, Pinterest, and more.</li> </ul> <p><b>2. Buffer</b></p> <ul style="list-style-type: none"> <li>• <b>Features:</b> Post scheduling, content curation, performance analytics, and team collaboration.</li> <li>• <b>Supported Platforms:</b> Facebook, Twitter, LinkedIn, Instagram, and Pinterest.</li> </ul>



### 3. Sprout Social

- **Features:** Social media publishing, analytics, social listening, engagement tools, and CRM integration.
- **Supported Platforms:** Facebook, Twitter, LinkedIn, Instagram, and Pinterest.

### 4. SocialBee

- **Features:** Content calendar, post scheduling, content recycling, and analytics.
- **Supported Platforms:** Facebook, Twitter, LinkedIn, Instagram, Google My Business, and Pinterest.

### 5. Later

- **Features:** Visual content planning, scheduling, Instagram analytics, link in bio, and team collaboration.
- **Supported Platforms:** Instagram, Facebook, Twitter, and Pinterest.

### 6. Agorapulse

- **Features:** Social media scheduling, analytics, listening, and team collaboration tools.
- **Supported Platforms:** Facebook, Twitter, Instagram, LinkedIn, YouTube.

### 7. CoSchedule

- **Features:** Social media scheduling, content management, marketing calendar, and analytics.
- **Supported Platforms:** Twitter, Facebook, LinkedIn, Instagram, and Google+.

### 8. Zoho Social

- **Features:** Social media management, scheduling, monitoring, and analytics.
- **Supported Platforms:** Facebook, Twitter, Instagram, LinkedIn, Google My Business.

### 9. Sendible



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	<ul style="list-style-type: none"><li>• <b>Features:</b> Social media post scheduling, analytics, content curation, and team collaboration.</li><li>• <b>Supported Platforms:</b> Facebook, Twitter, LinkedIn, Instagram, YouTube, and more.</li></ul> <p><b>10. Falcon.io</b></p> <ul style="list-style-type: none"><li>• <b>Features:</b> Social media listening, publishing, analytics, and audience engagement.</li><li>• <b>Supported Platforms:</b> Facebook, Instagram, Twitter, LinkedIn, and more.</li></ul>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Evaluating student's understanding of tools available for managing social media accounts.</li><li>2. Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 4.2</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Social Media and Social Media Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept SMM</li> <li><input type="checkbox"/> Students will be made aware of various tools for SMM</li> <li><input type="checkbox"/> Students will be analyze the role of SMM for small businesses</li> <li><input type="checkbox"/> Students will be able to bifurcate the role of ach SM platform for making targeted marketing campaigns</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Overview of Social Media Strategy</p> <p>Role of Strategizing in competitive times</p> <p>Content Calendar: preparation</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Steps for Social Media Strategy</b></p> <p>Define your goals</p> <p>Understand your audience</p> <p>Choose the Right Platform</p> <p>Perform a Social Media Audit</p> <p>Develop a Content Strategy</p> <p>Create Engaging Content</p> <p>Schedule and Automate</p> <p>Foster Engagement</p> <p>Monitor Performance and Analytics</p> <p>Adapt and Evolve</p>



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<b>Closure</b>	<ol style="list-style-type: none"><li>3. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>4. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>3. Evaluating student's understanding and strategizing social media approaches. Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 4.2</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Social Media and Social Media Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept SMM</li> <li><input type="checkbox"/> Students will be made aware of various tools for SMM</li> <li><input type="checkbox"/> Students will be analyze the role of SMM for small businesses</li> <li><input type="checkbox"/> Students will be able to bifurcate the role of ach SM platform for making targeted marketing campaigns</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Overview of Social Media Strategy</p> <p>Role of Strategizing in competitive times</p> <p>Content Calendar: preparation</p> <p><b>2. Development</b> (30 minutes)</p> <p><b>Steps for Social Media Strategy</b></p> <p>Define your goals</p> <p>Understand your audience</p> <p>Choose the Right Platform</p> <p>Perform a Social Media Audit</p> <p>Develop a Content Strategy</p> <p>Create Engaging Content</p> <p>Schedule and Automate</p> <p>Foster Engagement</p> <p>Monitor Performance and Analytics</p> <p>Adapt and Evolve</p>



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<b>Closure</b>	<ol style="list-style-type: none"><li>5. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>6. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>4. Evaluating student's understanding of tools available for managing social media accounts. Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 4.3</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Social Media and Social Media Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to understand the concept Social media network and social media networking</li> <li><input type="checkbox"/> Students will be able to bifurcate the role of each SM platform for making targeted marketing campaigns</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (05 minutes)</p> <p>Overview of Social Media Network (platform or digital space where people connect, share content, and interact with others.)and Networking (the activity or process of interacting with others on social media networks to build relationships, share ideas, and engage with communities.)</p> <p><b>2. Development</b> (30 minutes)</p> <p>Social media networks provide the environment and tools for social networking to take place. Without the networks, social networking activities would not be possible in the digital context. For example:</p> <ul style="list-style-type: none"> <li>• <b>Instagram</b> is the network, while following others, liking posts, and DMing are networking activities.</li> <li>• <b>LinkedIn</b> is the network, while connecting with professionals, joining discussions, and building a portfolio are networking efforts.</li> </ul>



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<b>Closure</b>	<ol style="list-style-type: none"><li>7. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>8. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>5. Evaluating student's understanding on how small businesses can gain from networking. Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 4.4</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Social Media and Social Media Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to:  <input type="checkbox"/> Students will be able to build marketing videos
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>2. Introduction</b> (05 minutes)</p> <p>Video Marketing: Concept, relevance and successful examples</p> <p><b>2. Development</b> (30 minutes)</p> <p>- <b>Types:</b>          Awareness              Explainer Video              Educational Video          Consideration Video              Demo              Testimonial              Expert Interview          Personalised</p> <p>- <b>Video Creation Process</b>          Define target audience          Define goal: awareness/conversion/engagement          Determining budget          Script writing. Editing          Broadcasting</p> <p>- <b>Best Practices in Video Marketing</b>          Captivate audience quickly          Communicate in the form of story          Avoid making videos that solely focus on sales          Use customer information          Keep is simple</p>



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<b>Closure</b>	<p>9. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p>10. Suggested Reading: Digital Marketing for Dummies</p>
<b>Evaluation</b>	<p>6. Evaluating student's understanding on how small businesses can gain from networking.</p> <p>7. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 4.5</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Social Media and Social Media Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to:  <input type="checkbox"/> Students will be able to build marketing videos
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"><li>• Power Point Presentation</li></ul>
<b>Teaching Development</b>	<p><b>3. Introduction</b> (05 minutes)</p> <p>Video Marketing: Concept, relevance and successful examples</p> <p><b>2. Development</b> (30 minutes)</p> <p>- <b>Types:</b></p> <p>Awareness</p> <ul style="list-style-type: none"><li>Explainer Video</li><li>Educational Video</li><li>Consideration Video</li><li>Demo</li><li>Testimonial</li><li>Expert Interview</li></ul> <p>Personalised</p> <p>- <b>Video Creation Process</b></p> <p>Define target audience</p> <p>Define goal: awareness/conversion/engagement</p> <p>Determining budget</p> <p>Script writing. Editing</p> <p>Broadcasting</p> <p>- <b>Best Practices in Video Marketing</b></p> <p>Captivate audience quickly</p> <p>Communicate in the form of story</p> <p>Avoid making videos that solely focus on sales</p> <p>Use customer information</p> <p>Keep is simple</p>



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<b>Closure</b>	<p><b>11.</b> Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p><b>12.</b> Suggested Reading: Digital Marketing for Dummies</p>
<b>Evaluation</b>	<p>8. Evaluating student's understanding on how small businesses can gain from networking.</p> <p>9. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 4.6</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: Social Media and Social Media Marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able to build content on social media</li> <li><input type="checkbox"/> Understand the relevance on content creation</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>4. Introduction</b> (05 minutes)</p> <p>Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.</p> <p><b>2. Development</b> (30 minutes)</p> <ul style="list-style-type: none"> <li>• Email marketing: Consistently great content trains your audience to anticipate, open and read emails from your brand.</li> <li>• Social media marketing: Content strategy comes before your social media strategy.</li> <li>• SEO: Search engines reward businesses that publish quality, consistent content.</li> <li>• PR: Successful PR strategies should address issues readers care about, not their business.</li> <li>• PPC: For PPC to work, you need great content behind it.</li> <li>• Inbound marketing: Content is critical to driving inbound traffic and leads.</li> <li>• Digital marketing: Content forms the foundation for an improved or rebooted integrated digital marketing strategy.</li> </ul> <p>Content strategy: Content strategy (which determines how content is created and managed throughout an organization) must be considered</p> <p>Blogging refers to the act of creating and publishing content on your own blog or website. It involves writing posts that are designed to inform, entertain, or engage your audience. The content is entirely controlled by you, and it's shared on your own platform</p> <p>- <b>Key Features of Blogging:</b></p>



	<ul style="list-style-type: none"> <li>• <b>Ownership:</b> You own the blog, the content, and all the traffic generated from it.</li> <li>• <b>Audience:</b> The audience is usually made up of visitors who are specifically interested in your brand, business, or niche. Over time, these visitors may become subscribers or customers.</li> <li>• <b>Content Control:</b> You have full control over the content, the tone, and the publishing schedule. You decide what topics to cover, when to publish, and how to engage your audience.</li> <li>• <b>SEO and Branding:</b> Blogging allows you to optimize content for search engines, improving your SEO and driving organic traffic. Consistent blogging can also help strengthen your brand voice and positioning.</li> <li>• <b>Monetization:</b> Your blog can be monetized directly through ads, affiliate marketing, selling products or services, or through lead generation.</li> </ul>
<b>Closure</b>	<p><b>13.</b> Summarize the Lesson Learning Outcomes and get affirmation from students on these.</p> <p><b>14.</b> Suggested Reading: Digital Marketing for Dummies</p>
<b>Evaluation</b>	<p>10. Evaluating student’s understanding on how small businesses can gain from networking.</p> <p>11. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 5.1</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: E-mail marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able build email marketing campaign</li> <li><input type="checkbox"/> Understand the relevance on content creation</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
<b>Teaching Development</b>	<p><b>15. Introduction</b> (05 minutes)</p> <ul style="list-style-type: none"> <li>• Email marketing: Consistently great content trains your audience to anticipate, open and read emails from your brand.</li> </ul> <p><b>2. Development</b> (30 minutes)</p> <ul style="list-style-type: none"> <li>- <b>.Evolution of email</b></li> </ul> <p>The Dawn of Email (1971-1990)</p> <p>1971 – The First Email Is Sent</p> <p>1972 – The First Email Management System Is Developed</p> <p>1978 – The First Email Blast Is Sent</p> <p>1989 – Lotus Notes Is Launched</p> <p>Email Marketing Takes Shape (1990-2000)</p> <ul style="list-style-type: none"> <li>- <b>Types</b></li> </ul> <p>Newsletter</p> <p>Welcome messages</p> <p>Wishes</p> <p>Offers</p> <p>Abandoned cart emails</p> <p>Creating engaging emails is essential for effective communication and marketing. For newsletters, focus on providing updates, insights, or featured content with clear calls to action to drive engagement. Welcome messages should warmly introduce your brand, highlight key benefits, and guide new subscribers to explore further. Wishes emails can foster relationships by acknowledging special occasions like birthdays or holidays, often paired with a thoughtful discount or gift. Offers emails should be concise, highlighting exclusive deals or discounts with urgency to encourage immediate action. Finally, abandoned cart emails serve as gentle reminders to customers, often featuring the items they left behind with a compelling incentive to complete their purchase.</p>



<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<p>12. Evaluating student's understanding on how email marketing can be ventured. Spend 5 minutes to evaluate student assimilation of the lesson contents</p>



<b>Lesson Plan No. 5.2</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: E-mail marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"><li><input type="checkbox"/> Students will be able build email marketing campaign</li><li><input type="checkbox"/> Understand the relevance on content creation</li><li><input type="checkbox"/> Made aware of various advancements in email marketing</li><li><input type="checkbox"/> Gauge when email marketing becomes relevant</li></ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"><li>• Power Point Presentation</li></ul>
<b>Teaching Development</b>	<p><b>3. Introduction (05 minutes)</b></p> <ul style="list-style-type: none"><li>• Recapitulate previous class learnings related to email marketing.</li><li>• Overview of click through bounce rate, unsubscribe rate</li></ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"><li>- Advancements in email</li><li>• Increased efficiency and creativity from AI</li><li>• Stricter authentication requirements for better email security</li></ul> <p><i>Keeping email more secure, user friendly, and spam-free requires constant collaboration and vigilance from the entire email community.”</i></p> <p><b>Neil Kumaran, Gmail’s Security &amp; Trust lead</b></p> <ul style="list-style-type: none"><li>• Interactive emails</li><li>• Hyper-personalisation</li><li>• Gamification</li><li>• Mobile optimisation</li><li>• AMP for Email (Accelerated Mobile Pages for Email): a technology developed by <b>Google</b> that allows for more interactive and dynamic content directly within email messages.</li></ul>



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<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>13. Evaluating student's understanding on how email marketing can be ventured.</li><li>14. Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 5.3</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: E-mail marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able build email marketing campaign</li> <li><input type="checkbox"/> Understand the relevance on content creation</li> <li><input type="checkbox"/> Made aware of various advancements in email marketing</li> <li><input type="checkbox"/> Gauge when email marketing becomes relevant</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
	<p><b>1. Development (40 minutes)</b></p> <ul style="list-style-type: none"> <li>- Creating an Email</li> <li>- <b>Email Design:</b></li> </ul> <p><b>Responsive Design:</b> Ensure that your email is mobile-friendly, as a significant portion of emails are opened on mobile devices. Most email marketing platforms offer responsive templates that automatically adjust to different screen sizes.</p> <p><b>Clear Layout:</b> Keep the design simple and clean. Focus on a clear structure with a prominent <b>call to action (CTA)</b> and key messages at the top.</p> <p><b>Personalization:</b> Use the recipient’s name or other personalized content to increase relevance. Most email platforms allow dynamic fields to insert personalized information.</p> <p><b>Engaging Visuals:</b> Include images, buttons, or GIFs to catch the reader's eye, but avoid heavy use of images as some email clients block them by default.</p> <p><b>Subject Line:</b> Craft compelling subject lines that encourage opens. Keep it short, relevant, and create a sense of urgency or curiosity.</p> <p><b>Call to Action (CTA):</b> Make sure your CTA stands out (use a contrasting button color) and clearly tells the recipient what action to take, such as <b>“Shop Now,” “Learn More,”</b> or <b>“Download Your Free Guide.”</b></p> <p><b>Testing:</b></p> <p><b>A/B Testing:</b> Test different subject lines, designs, CTAs, and content in your emails to see what resonates best with your audience. Most email platforms have built-in tools to conduct A/B tests.</p>



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	<p>- Build and Email Campaign Activity</p> <p>Each element of email should be covered while ensuring the objective of the email aligns with the theme of the email</p>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li><li>2. Suggested Reading: Digital Marketing for Dummies</li></ol>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Evaluating student's understanding on how email marketing can be ventured.</li><li>2. Spend 5 minutes to evaluate student assimilation of the lesson contents</li></ol>



<b>Lesson Plan No. 5.4</b>	<b>Course Name: Introduction to Digital Marketing</b> <b>Topic: E-mail marketing</b>	<b>Course No.: UGSEC 104 (B)</b>
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<b>Objectives</b>	At the end of the lesson the students shall be able to: <ul style="list-style-type: none"> <li><input type="checkbox"/> Students will be able build email marketing campaign</li> <li><input type="checkbox"/> Understand the relevance on content creation</li> <li><input type="checkbox"/> Made aware of various advancements in email marketing</li> <li><input type="checkbox"/> Gauge when email marketing becomes relevant</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>• Power Point Presentation</li> </ul>
	<p><b>1. Development (40 minutes)</b></p> <ul style="list-style-type: none"> <li>- <b>Tracking Email Campaign Performance</b></li> </ul> <p><b>Open Rate:</b> The percentage of recipients who opened your email. This is influenced by factors like the subject line, send time, and personalization.</p> <p><b>Click-Through Rate (CTR):</b> The percentage of recipients who clicked on a link in your email. This helps gauge the effectiveness of your email content and CTA.</p> <p><b>Conversion Rate:</b> The percentage of email recipients who completed the desired action, such as making a purchase or filling out a form</p> <p><b>.Bounce Rate:</b> The percentage of emails that could not be delivered to recipients. A high bounce rate might indicate issues with your email list quality.</p> <p><b>Unsubscribe Rate:</b> The percentage of recipients who unsubscribed from your email list after receiving your email.</p> <p><b>Spam Complaints:</b> The number of recipients who marked your email as spam. This is crucial for maintaining your sender reputation.</p> <ul style="list-style-type: none"> <li>- <b>Creating Forms for Email Collection</b></li> </ul> <p><b>Signup Forms:</b> These forms collect email addresses from users who are interested in receiving your emails. Make sure the form is simple and clear. Fields typically include <b>first name</b> (optional), <b>email address</b>, and possibly an opt-in checkbox for consent (depending on regulations like GDPR).</p> <p><b>Popup Forms:</b> Popups can be set to appear when a user lands on your page or after a certain time. They can be highly effective for</p>





	<p>increasing sign-ups, but they should be used sparingly to avoid annoying visitors.</p> <p><b>Embedded Forms:</b> These forms are embedded within web pages (e.g., at the bottom of blog posts or in a sidebar) and collect emails directly without interrupting the user experience.</p> <p><b>Landing Pages:</b> Create dedicated landing pages with sign-up forms that give more context and offer an incentive for users to opt-in (such as a <b>discount, free resource, or webinar registration</b>).</p> <p style="text-align: center;">- <b>Best practices for form design</b></p> <p><b>Clear and Simple:</b> Don't ask for too much information upfront. Just an email address (and maybe a first name) is usually enough for a basic opt-in form</p> <p><b>Incentive:</b> Offer an incentive to users who subscribe, like <b>discounts, free eBooks, exclusive content, or event invites</b>.</p> <p><b>Call to Action:</b> Use action-oriented language like "Get My Free eBook" or "Join Our Newsletter" rather than just "Subscribe."</p> <p><b>Mobile-Friendly:</b> Ensure the forms are optimized for mobile devices, as many users will interact with them on smartphones.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>3. Summarize the Lesson Learning Outcomes and get affirmation from students on these.</li> <li>4. Suggested Reading: Digital Marketing for Dummies</li> </ol>
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>3. Evaluating student's understanding on how to deal with bounce and un-subscription mails while ensuring actions through CTA</li> <li>4. Spend 5 minutes to evaluate student assimilation of the lesson contents</li> </ol>