

Subject Code: 1ET4040506	Subject Title: Digital Marketing
Pre-Requisite	Fundamental knowledge of Software & Hardware

RATIONALE:

COURSE OBJECTIVE:

TEACHING AND EVALUATION SCHEME:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)			
Lecture	Tutorial	Practical	Credit	Theory		Practical	
				University Assessment	Continuous Assessment	University Assessment	Continuous assessment
3	-	2	4	60	40	20	30

DETAILS OF COURSE CONTENTS:

Sr. NO.	TOPIC	Total Hrs.	WEIGHTAGE
1	INTRODUCTION OF DIGITAL MARKETING 1.1.Digital Media Types 1.2.Determining Your Owned and Earned Social Metrics 1.3.Demystifying Web Data 1.4.Searching for the Right Metrics 1.5.Aligning Digital and Traditional Analytics 1.6.Google Algorithms 1.6.1 Google Panda 1.6.2 Google Humming Bird Update 1.6.3 Google Penguin Update 1.6.4 Google EMD (Exact Match Domain) Update 1.7.Google Webmaster Tool 1.8.Google AdWords 1.9.Google Analytics 1.10 Google Developer / Console Tool	10	25%
2	SEO - SEARCH ENGINE OPTIMIZATION 2.1Introduction to SEO 2.1.1 Definition of SEO 2.1.2 Google Replaces the Phone Book 2.1.3 Working of Search Engines 2.1.4 Long-Tail Concept & Theory 2.1.5 SEO Strategy 2.2 On-Page SEO 2.1.1 Website Content 2.1.2 URL Structure 2.1.3 Title Tags & Meta Tags 2.1.4 Headline Tags 2.1.5 Internal Linking 2.3 Off-Page SEO 2.3.1 Who's Linking to You?	10	25%

	2.3.2 How are they Linking to You? 2.3.3 Using Social Media to Spread Content 2.3.4 Using Email to Spread Content 2.4 Identifying Keywords 2.4.1 Identification of Long-Tail Keywords 2.4.2 Check your Web Analytics 2.4.3 Keyword Research Tools 2.4.4 Search for Keywords		
3	SEM - SEARCH ENGINE MARKITTING 3.1 Differences Between SEO & SEM 3.2 Cohesive Campaigns 3.3 Relevant Ad Placement 3.4 Ad Rank & Ad Positioning — Google Ad Rank	08	20%
4	E-MAIL MARKETING 4.1 Introduction of E-mail marketing 4.2 Elements of E-mail marketing 4.3 E-mail – a vital component of digital marketing 4.4 Case-Study of E-mail Marketing	08	20%
5	MOBILE MARKETING 5.1 Mobile – market size and rate of growth 5.2 Mobile – Web 2.0 5.3 Mobile gaming 5.4 Mobile applications 5.5 Measuring mobile 5.6 Mobile privacy 5.7 Building a multichannel marketing strategy	06	10%

COURSE OUTCOME:

The Course Content should be taught and implemented with an aim to develop different skills leading to achievement of the following competencies and course learning outcomes:

1. Illustrate the role and importance of digital marketing in a rapidly changing business landscape.
2. Discussed the key elements of a digital marketing strategy
3. Illustrate how the effectiveness of a digital marketing campaign can be measured.
4. Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Email Marketing and Mobile Marketing.

LIST OF PRACTICAL:

Sr. No.	Experiments
1	Case study about digital marketing
2	To generate Effective Websites with WordPress
3	Case Study about CRM Platform
4	Write how to use SEO contents
5	Case Study About how to improve site speed
6	Create URL Optimization
7	Removing bad outbound links, fixing internal link structure, removing dead links
8	Create design and page structure with blog posting and Article posting
9	Learn how to do Social Book marking
10	Creating proper tags, anchor text links and image tags

11	Finalizing readability and usability of your website
12	Create page of Social media Marketing & case study of brand awareness
13	How to join Google AdWords and create campaign
14	Learn how to do email marketing with mail chimp and Bronto.
15	Case study about Framework of Mobile Marketing Environment

LIST OF REFERENCES:

Sr.no.	Title	Author
1	Digital Marketing	Ryan Deiss& Russ Heneberry
2	Understanding Digital Marketing	Damian Ryan