

Subject Code : 2ET4040506	Subject Title : Digital Marketing
Pre-Requisite	Fundamental knowledge of Software & Hardware

RATIONALE:

Digital Marketing is essential in today's digital era, equipping students with skills to create effective online strategies, analyze consumer behavior, and use data-driven tools. It fosters employability, entrepreneurial growth, and global connectivity, enabling businesses to thrive in competitive markets. This subject ensures adaptability to evolving trends and future career opportunities.

COURSE OBJECTIVE:

To equip students with practical knowledge and skills in digital marketing, including online strategy development, analytics, and tools, enabling them to create, execute, and optimize impactful digital campaigns.

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 Google Panda Google Humming Google Penguin 1.7 Google EMD(Exact Match Domain) Google Webmaster Tool Google Ad Words Google Analytics	10	25%

2	SEO-SEARCH ENGINE OPTIMIZATION 2.1 Introduction to SEO 2.2 Definition of SEO 2.3 Google Replaces the Phone Book 2.4 Working of Search Engines 2.5 Long-Tail Concept & Theory 2.6 SEO Strategy 2.7 On-Page SEO 2.8 Website Content 2.9 URL Structure Title Tags & Meta Tags Headline Tags Internal Linking 2.10 Off-Page SEO Who's linking to you? How are they linking to You? Using Social Media to Spread Content Using Email to Spread Content	10	25%
	2.11 Identification of Long-Tail Keywords Check your Web Analytics Keyword Research Tools Search for Keywords		
3	SEM-SEARCH ENGINE MARKETING 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 Mobile privacy 5.6 Building a multichannel marketing strategy	06	10%

COURSE OUTCOME:

The Course Content should be taught and implemented with 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's skills in common digital marketing tools such as SEO, SEM, Email Marketing and Mobile Marketing.

LIST OF PRACTICALS:

Sr. No.	Experiments
1	Case study about digital marketing
2	To generate Effective Websites with Word Press
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 out bound 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 Bookmarking
10	Creating proper tags, anchor text links and image tags
11	Finalizing read ability and usability of your website
12	Create page of Social media Marketing & case study of brand awareness
13	How to join Google Ad Words and create campaign
14	Learn how to do email marketing with mail chimp and Bronte.
15	Case study about Frame work of Mobile Marketing Environment

LIST OF REFERENCES:

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