

Branch Name:	IMCA
Program Code:	CS301
Course Title	Digital Marketing
Course Code	1CS3010805T
Pre-requisite Course:	Basic knowledge of Internet, WWW and website fundamentals, understanding of e-commerce and mobile applications, familiarity with social media platforms, and basic computer skills. Awareness of online content usage and introductory understanding of data and analytics concepts is desirable.

Course Objective:

- To enable students to understand digital marketing as an effective tool for online business growth and customer engagement.
- To develop the ability to plan and implement digital marketing strategies including SEO, social media, content marketing, and performance marketing for lead generation and brand building.
- To provide knowledge of web analytics, email marketing, and marketing automation for data-driven decision making.
- To introduce emerging technologies such as Artificial Intelligence (AI) and its applications in digital marketing for content creation, personalization, and campaign optimization.
- To prepare students for career roles such as Digital Marketer, SEO Specialist, Social Media Manager, Content Creator, Marketing Analyst, and Campaign Manager.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Course Contents:

Unit No	Topics	Total Hours	Weightage (%)
1	Introduction – Digital Marketing & AI Ecosystem: Understanding digital ecosystem: Evolution of digital marketing (Web 1.0 to AI-driven marketing), digital media types (Owned, Earned, Paid), overview of digital channels, Customer Journey and Marketing Funnel, basic segmentation and buyer persona, Clickstream data and Conversion Analytics. Understanding digital analytics: Measurement framework, KPIs and ROI, basic web data understanding, introduction to digital advertising (SEO, SEM, Social Media Ads), key metrics (CTR, Conversion Rate), alignment of digital and traditional marketing. Introduction to AI in Digital Marketing: Role of AI, basic applications (chatbots, personalization, predictive analytics),	10	25

	introduction to AI tools (ChatGPT, Canva AI), content generation basics and data privacy awareness.		
2	Search Engine Optimization & Website Fundamentals: Introduction to website and search engines: Basics of website planning (domain, hosting, CMS), overview of search engines and their working, crawling, indexing and ranking process, introduction to Google Search Console. Search Engine Optimization (SEO): Types of SEO (On-page, Off-page, Technical), keyword research basics, on-page elements (title, meta tags, URL, content optimization), off-page techniques (backlinks, social sharing), introduction to technical SEO (site speed, mobile optimization). Search Engine Marketing (SEM): Introduction to paid search, Google Ads basics, keyword selection, ad creation and bidding concepts, campaign structure and basic optimization. Emerging trends in search: AI in SEO, voice search optimization, local SEO basics, introduction to SEO tools and performance measurement.	10	25
3	Social Media & Content Marketing: Introduction to Social Media Marketing: Overview of social media platforms (Facebook, Instagram, LinkedIn, YouTube), role of social media in digital marketing, building brand presence and audience engagement, social media strategies and content planning. Content Marketing: Importance of content in digital marketing, types of content (blogs, posts, videos, reels), content creation and storytelling, content calendar and scheduling, basic branding and communication. Social Media Advertising: Introduction to paid social media marketing, ad formats and campaign objectives, audience targeting and retargeting, basic ad creation and performance monitoring. Emerging trends in social media: Influencer marketing, short-form video marketing, AI tools for content creation (ChatGPT, Canva AI), social media analytics and performance measurement.	10	25
4	Analytics, Email Marketing & Marketing Automation: Web Analytics and Performance Measurement: Introduction to web analytics, Google Analytics (GA4) basics, tracking user behavior and traffic sources, key metrics (CTR, Conversion Rate, Bounce Rate), campaign performance analysis and reporting. Email Marketing: Introduction to email marketing, types of email campaigns, email design and content, segmentation and personalization, basics of email tools and campaign execution. Marketing Automation and CRM: Introduction to marketing automation, automated campaigns and workflows, lead generation and nurturing, basics of Customer Relationship Management (CRM), use of tools for managing customer data.	11	25

	Emerging trends and data-driven marketing: AI in analytics and automation, predictive analytics, data-driven decision making, privacy and data protection in digital marketing.		
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Text Books:

1. *Digital Marketing Analytics*, Chuck Hemann & Ken Burbary, Pearson (Latest Edition)
2. *eMarketing: The Essential Guide to Digital Marketing*, Rob Stokes, Red & Yellow (Latest Edition)
3. *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, Simon Kingsnorth, Kogan Page
4. Dave Chaffey & Fiona Ellis-Chadwick, *Digital Marketing*, Pearson
5. Philip Kotler, Hermawan Kartajaya & Iwan Setiawan, *Marketing 5.0: Technology for Humanity*, Wiley

References Books:

1. Damian Ryan, *Understanding Digital Marketing*, Kogan Page
2. P.R. Smith & Dave Chaffey, *eMarketing Excellence: Planning and Optimizing Digital Marketing*, Routledge
3. Andrew Macarthy, *500 Social Media Marketing Tips*, CreateSpace
4. Google Analytics 4 (GA4) – Official Documentation (Google)
5. HubSpot Academy – Digital Marketing, Content & Email Marketing Resources

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the digital marketing ecosystem, key concepts, and role of internet as a marketing channel.	1 Remembering 2 Understanding
CLO2	Apply digital marketing techniques such as SEO, social media marketing, and content strategies for customer engagement and lead generation.	2 Understanding 3 Applying
CLO3	Analyze digital marketing data using web analytics tools and evaluate campaign performance using key metrics.	3 Applying 4 Analyze, 5 Evaluate
CLO4	Design and implement integrated digital marketing strategies using modern tools, including AI-based techniques and automation.	3 Applying 4 Analyze, 5 Evaluate, 6 Create
CLO5	Demonstrate the use of email marketing, marketing automation, and CRM tools for customer relationship management and conversion optimization.	2 Understanding 3 Applying
CLO6	Identify ethical, privacy, and legal issues in digital marketing and apply responsible practices in the use of data and AI technologies.	2 Understanding 4 Analyze

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes (POs)												Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO11	PO12	PSO1	PSO2
CLO1	H	M	-	-	-	-	-	-	-	-	M	M	H	H
CLO2	-	H	H	M	M	-	-	-	-	-	-	-	H	H
CLO3	-	-	H	H	M	-	-	-	-	M	-	-	H	H
CLO4	-	H	H	H	M	-	-	-	-	-	M	-	H	H
CLO5	-	-	M	H	H	-	-	-	-	-	-	-	H	H
CLO6	-	-	-	M	-	H	H	M	-	-	-	H	M	M

H: High, M: Medium, L: Low