



Bundelkhand University, Jhansi

Course Code: _____ Course Title: **Digital Marketing**

Course Learning Outcomes

On completion of this course, learners will be able to:

- Understand key concepts and fundamentals of digital marketing
- Understand various web presence options and basics of search engine optimization
- Understand various options for online marketing and advertising
- Understand effective social media management

Credits: 4

Core Compulsory

Total No. of Lectures-Tutorials-Practical (in hours per week): L- 5/w

Unit	Topics	No. of Lectures
I	Concept of digital marketing, History of Digital Marketing in India, Importance of digital marketing, Difference between traditional and digital marketing, Recent trends and current scenario of digital marketing in India.	8/12
II	Exploring Digital Marketing, Digital Marketing Strategy, Planning, Stages of planning - Opportunity, Strategy, Action	8/12
III	Foundations of Analytics, Search Engine Optimization, Search and Display Marketing, Channels; Multi-channel communications, Advantages and limitations	8/10
IV	Briefings : Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowd sourcing	6/08
V	Web-Marketing, Online Advertising, Social Media Marketing (Facebook, LinkedIn & other social media), Mastering Google : AdWords Advertising, Analytics & Applications	8/08
VI	Micro-Blogging - Twitter, Copy Writing For The Web, Social Media & Mobiles, Mobile Marketing, Email Marketing, Video & Audio (Podcasting) Marketing.	6/10

Suggested Readings:

- Abhishek Das, Applications of Digital-Marketing- For Success in Business, BPB Publications, ISBN : 9789386551986
- Puneet Bhatia, Fundamentals of Digital Marketing: Second Edition, Pearsons, ISBN : 9353435145
- Vandana Ahuja, Digital Marketing, Oxford University Press, ISBN : 0199455449
- Chuck Hemann, Ken Burbary, Digital Marketing Analytics : Second Edition, Pearsons, ISBN : 9353430194
- Laxmi Nagar, Digital Marketing Strategy (Hindi Edition) Kindle Edition, ASIN:BO7VHQNG1W

WEB SITES FOR REFERENCE:

- https://www.tutorialspoint.com/digital_marketing/index.htm
- https://collegetutor.net/notes/Digital_marketing_notes.pdf
- <https://www.digitalvidya.com/blog/introduction-to-digital-marketing/>

This course can be opted as Compulsory Subject

Suggested Continuous Internal Evaluation Methods (25 Marks):

- Seminar/Assignment on any topic of the above syllabus.
- Test with multiple choice questions / short and long answer questions.
- Research Orientation of the student.
- Quiz and debate competition

Course prerequisites: To study this course, a student must have passed class 12th

B