

Session 2023-2024			
Part-A Introduction			
Subject	Commerce		
Semester	VI		
Name of the Course	Digital Marketing		
Course Code	B23-VOC-308		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	VOC		
Level of the course (As per Annexure-I)	300-399		
Pre-requisite for the course (if any)	Nil		
Course Learning Outcomes (CLO)	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basic concept of digital marketing and the road map for successful digital marketing strategies. 2. Know the concept and usage of search engine optimization. 3. Use social media as a tool for marketing communication. 4. Analyse the effectiveness of digital marketing using various metric tools. <p>5*. Practically understand the tools used in digital marketing.</p>		
Credits	Theory	Practical	Total
	3	1	4
Contact Hours	3	2	5
Internal Assessment Marks	20	10	30
End-Term Exam Marks	50	20	70
Exam Time	3 Hrs.	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
<p>Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 5 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.</p>			
Unit	Topics	Contact Hours	
I	Digital Marketing: Concept, significance, digital marketing vs. traditional marketing; Digital Marketing Strategy: synchronization of digital marketing with traditional marketing objectives; Digital marketing channels: Search engines, social	12	

	media, email marketing, content marketing, affiliate marketing; Digital marketing strategy: Goal setting, identifying target audience, competitive analysis; Key performance Indicators: concept; Metrics – ROI, CTR, conversion rate; Trends in digital marketing; Voice search; AI and Machine Learning; Personalized customer experience.	
II	Search Engine Optimization (SEO): Concept, working; On Page SEO: Keyword search, meta tags and description, content optimization, URL structure; Off page SEO: Link building strategies, social bookmarking, Influencer outreach; Content marketing: Developing content strategy; Types of content: Blogs, videos, 11infographics; Content creation and distribution, measuring content performance.	11
III	Social Media Marketing: Concept, importance; Interface of social media marketing platforms: Facebook/Instagram/Linkedin/Youtube/X (any two); Building social media strategy; Content planning and scheduling, audience engagement; Social Media Analytics: Tools for monitoring analytics; Interpreting social media analytics; Paid advertising: PPC, Google Ads and Search engine marketing; Social media advertising; Display advertising; Campaign management: Ad creation and targeting, measuring and optimizing ad performance.	11
IV	Email Marketing: Creating email campaign, building email list, segmenting and personalization, automation and drip campaigns; Overview of popular email marketing tools; Tracking email marketing campaign; Digital marketing analytics: Web analytics, google analytics, interpreting data and reports; Conversion rate: Concept, optimization, improving conversion rate techniques; Emerging Trends: AI and ML Applications; Chatbots and conversational marketing; Voice search optimization; AR and VR in marketing.	11
V*	Teacher may make a group of 3-5 students and assign them a product/ service/ idea or a campaign to understand the practical aspects of digital marketing. On the chosen product/service, the team of students should do the following exercises. 1. Make a blog on Blogger/ Wordpress/ any other platform of your choice and create at least three posts on it. 2. Perform the On Page SEO of the posts of the blog. 3. Perform Off Page SEO of the posts of the blog.	30

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