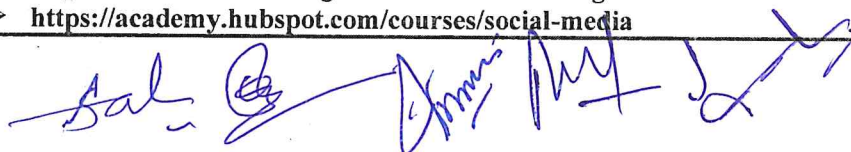


FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
Department of Commerce and Management

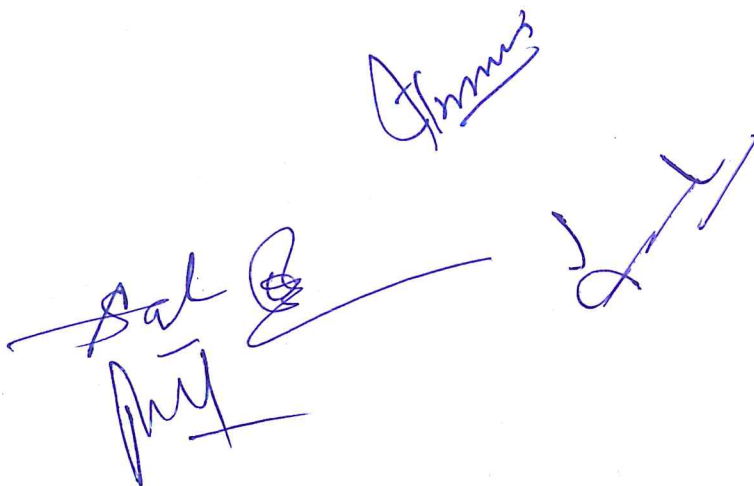
COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate/ Diploma/Degree/Honors)</i>		Semester-III	Session:2024-2026
1	CourseCode	BBVAC - 02	
2	CourseTitle	Digital Marketing	
3	CourseType	Value Addition Course [VAC]	
4	Pre-requisite(if, any)	<i>As per requirement</i>	
5	Course Learning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ Interpret the concept of digital marketing and its integration of traditional marketing. ➤ Learn the behaviour of online consumers. ➤ Create digital media campaigns through an understanding of email content and social media marketing. ➤ Leverage digital strategies to gain competitive advantage for business and career. 	
6	Credit Value	2 Credits	<i>Credit=15 Hours-learning & Observation</i>
7	Total Marks	Max.Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods (01 Hr. per period)-30 Periods(30 Hours)			
Unit	Topics(Course contents)		No. of Period
I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t Digital Marketing		08
II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.		07
III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing		08
IV	Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.		08
Keywords <i>Digital Marketing, Technology, Consumer, Buying.</i>			
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended-			
<ol style="list-style-type: none"> 1. Digital Marketing –Kamat and Kamat-Himalaya 2. Marketing Strategies for Engaging the Digital Generation, D. Ryan, 3. Digital Marketing, V. Ahuja, Oxford University Press 4. Digital Marketing, S.Gupta, McGraw-Hill 5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition 			
Online Resources-			
➤ https://www.thinkwithgoogle.com/			
Online Resources-			
➤ https://www.coursera.org/socialmediamarketing			
➤ https://academy.hubspot.com/courses/social-media			

Sal 

PART-D:AssessmentandEvaluation		
Suggested Continuous Evaluation Methods:		
MaximumMarks:		
	50Marks	
ContinuousInternalAssessment(CIA):	15Marks	
End SemesterExam(ESE):	35Marks	
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test / Quiz-(2):10 & 10 Assignment/Seminar +Attendance - 05 Total Marks - 15	Bettermarksout ofthetwoTest/ Quiz +obtainedmarksinAssignmentshallbeconsideredagainst15Marks
End Semester Exam (ESE):	Twosection- A & B SectionA:Q1. Objective-05 x1=05 Mark;Q2. Short answer type-5x2 =10Marks SectionB:Descriptiveanswer typeqts.,1outof2 fromeachunit-4x05=20Marks	

NameandSignature ofConvener&Members ofCBoS:



GOES TO 04TH SEMESTER