

B.Com. (Hons): Semester-V
SEC-2

BCM561: DIGITAL MARKETING

Teaching Scheme	Examination Scheme
Lectures: 4hrs/Week	Class Test – 12Marks
Tutorials: 1:hr/Week	Teachers Assessment – 6Marks
	Attendance – 12 Marks
Credits: 5	End Semester Exam – 70 Marks

Course Objective

course aims to help students understand the concept of Digital Marketing and to help them acquire knowledge and develop skills required to take a professional role and make a meaningful career in digital marketing.

Course Learning Outcomes

On completing the course, the student shall be able to:

- 1: To make students understand the concept of Digital Marketing
- 2: To make students understand the difference between traditional and digital marketing
- 3: To make students understand the concept of mobile marketing
- 4: To make students understand the concept of search engine marketing
- 5: To make students understand adwords and nuances of facebook marketing
- 6: To make students learn email marketing and be able to design an email marketing campaign.

Unit I: Introduction to Digital Marketing

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing Concept of Search Engine Optimization (SEO); Concept of Pay Per Click

Unit II: Traditional Marketing V/S Digital Marketing

Difference between Traditional Marketing and Digital Marketing Digital marketing Strategies and policies, WOT Analysis, Budget Analysis of Digital Marketing.

Unit III: Mobile Marketing

Mobile marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze, enhancing Digital Experiences with Mobile Apps.

Unit IV: Search Engine Marketing

Introduction to Search Engine Marketing, Tools used for Search engine Marketing, PPC /Google Adwords, display advertising techniques, Report generation. Creating a Face book page, Visual identity of a Facebook page, Types of publications.

Unit V E-mail Marketing

Introduction, email marketing process, design and content, delivery, discovery, E-mail marketing plan E-mail marketing campaign analysis, Keeping up with conversions.

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Suggested Readings

- Marketing 4.0: Moving from Traditional to Digital by Philip Kotler
- Get your dream Digital Marketing Job by Deepak Kanakaraju
- Digital Marketing: Using New Technologies to Get Closer to Your Customers by Will Rowan
- The New Rules of Marketing & PR by David Meerman Scott
- Understanding Digital Marketing by Damian Ryan
- Digital Marketing by Vandana Ahuja

: Latest edition of readings may be used.


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