

B.Com (Digital)
SKILL ENHANCEMENT ELECTIVE COURSE (SEC)

SEMESTER VI
(BCDB33601T): DIGITAL MARKETING

Max. Marks: 100
External: 70
Internal: 30
Pass: 40%
Credits: 4

Objective:

To help learners explore several aspects of the new digital marketing environment, acquaint them with the motivations behind data collection and analysis methods used by marketing mentors.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

Section A

Introduction to Digital Marketing: Concepts, Traditional Marketing vs Digital Marketing. Digital Marketing Process • Website Selling and Promotion, Email Marketing- Introduction and Significance, Designing e-mail marketing campaigns using Mail Chimp, Building E-mail List and Signup Forms, Email Marketing Strategy and Monitoring, Email –Automization, Pay Per Click Advertising: Introduction, Pay Per Click Advertising: Google Ads, Types of Bidding strategies, Designing and Monitoring: Search campaigns, Display campaigns, Video campaigns, Universal App campaigns.

Mobile Marketing: Concept and Implications, SMS Marketing, Marketing on Mobile Applications. Search Engine Optimization : Introduction, Keyword Planner Tools, On Page SEO Techniques-Indexing and Keyword Placement, Content Optimization, On Page SEO Techniques-Indexing and Key Word Placement, On Page SEO Techniques-Content Optimization, On Page SEO : Yoast SEO Plug-in, Off –Page SEO Techniques

Section B

Social Media Marketing: Introduction and Significance, Facebook Marketing: Introduction Types of Various Ad Formats, Setting up Facebook Advertising Account, Understanding Facebook Audience and its Types, Designing

Facebook Advertising Campaigns, Working with Facebook Pixel, Twitter Marketing: Basics, Designing Twitter Advertising Campaigns, Introduction to LinkedIn Marketing, Developing digital marketing strategy in Integration form, Social Networks: Instagram, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Virtual Marketing, Content Marketing, Social Network Marketing- Communication and Branding Strategy, Sales Strategy ,Web Concerns: Data Safety and Privacy Concerns.

Suggested Readings:

1. Seema Gupta, Digital Marketing, McGraw Hill Education
2. Punit Singh Bhatia, Fundamentals of Digital Marketing, Pearson
3. Philip Kotler, Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley
4. Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher.
5. R Solomon and Tracy , Social Media Marketing: Pearson New International Edition