

M.Sc. (Computer Science)
Semester-1
MSCS-1-04T: Fundamentals of Digital Marketing

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 4
Pass Percentage: 40%

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 q 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.

Course: Digital Marketing	
Course Code: MSCS-1-04T	
Course Outcomes (COs) After the completion of this course, the students will be able to:	
CO1	Identify the core concepts of digital marketing and its role in businesses or organizations.
CO2	Understand digital marketing strategies to reach the target audience.
CO3	Analyze marketing approaches and recognize areas for enhancing performance.
CO4	Resolve digital marketing issues and offer solutions based on the vital examination of digital marketing information.
CO5	Work on social media platforms such as Twitter, Facebook and Instagram

Detailed Contents:

Module	Module Name	Module Contents
Section A		
Module I	Introduction to Digital Marketing	Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing.
Module II	Digital Consumer	Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.
Module III	Digital vs Non- Digital Marketing Strategy	Digital vs Non- Digital Marketing Strategy, Digital Marketing Decisions- Product, Price, Distribution and Promotion.
Section B		
Module IV	Digital Marketing Strategy Formulation and Execution Digital Marketing Mechanisms	Digital Marketing Strategy Formulation and Execution Digital Marketing Mechanisms: Websites- Company and Retail Service Providers, Search.
Module V	Search Engines	Search Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment- Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.
Module VI	Social Media	Mobile Phones, E- Mails, Blogs, Social Media: Facebook, Instagram, Twitter, Whatsapp.

Books

<ol style="list-style-type: none">1. Seema Gupta, "Digital Marketing", McGraw Hill Education2. PModule Singh Bhatia, "Fundamentals of Digital Marketing", Pearson3. Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley
