

Branch Name:	MCA
Program Code:	CS201
Course Title	Digital Marketing
Course Code	3CS2010309T
Pre-requisite Course:	Knowledge of internet, www, web site, e-commerce, m-commerce, mobile application,

Course Objective:

- Students will learn how to use the internet as an effective marketing channel.
- Enables students to engage with customers online in a more practical manner and to plan and implement end-to-end lead generation through the online mode.
- Students will learn in-depth concepts as listed to shape their career in digital marketing Like Digital Marketing Introduction, Search Engine Optimization, Social Media Marketing and strategies, E-mail and mobile marketing, Understanding Mobile and Web Analytics. All these concepts are important to build their career as Marketing analyst, Email marketer, Digital marketer, SEO proficient, Social Media Advertiser, Content Marketer/writer.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture	Tutorial	Practical	Credit	Theory		Practical		Total
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Course Contents:

Unit No	Topics	Total Hours	Weightage (%)
1	<p>Introduction - Digital Marketing</p> <p>Understanding synergetic digital ecosystem: The evolution of the digital ecosystem, Data Growth Trends, digital media types, Competitive Intelligence, Click Stream, Conversion Analytics, Custom segmentation, Visual overlays, social media reporting , user experience feedback, real-time site analytics, Understanding digital analytics : Apply a measurement framework , determining your owned and earned, Demystifying web data, digital advertising concepts , searching for the right metrics, aligning digital and traditional</p>	8	20

2	Search Engine Optimization Introduction, key terms and concepts, on-site SEO: Optimize UX & Design, Off-Site SEO: Link Building, SEO Audit & Future of SEO, Search Engine Marketing: AdWords & key word selection, create text ads, CPC building, navigate AdWords, SEM metrics & Optimization, conversion optimization.	8	20
3	Social Media Marketing and strategies Social media landscapes, social media channels, social media content, implement and monitor campaigns, impact measuring. Social Media Advertising (paid), platforms for social ads, create ad sets, create and manage ads, social media channels, content creation, social media strategies.	8	20
4	E-mail and mobile marketing Introduction, email strategy and planning, step by step process, creating and effective email campaigns, role of mobile in personal communication, mobile messaging channels, mobile commerce, advantages and challenges.	9	25
5	Understanding Mobile and Web Analytics Data analytics, Understanding the Basics of Search, Search Analytics Use Cases, Free Tools for Collecting Insights Through Search Data: Google Trends YouTube Trends The Google AdWords Keyword Tool Yahoo! Clues , Paid Tools for Collecting Insights Through Search. Data, Understanding the Current Mobile Market Landscape, Growth in Smartphone Adoption, The Battle Between iOS and Android, The Explosion of Global Mobile Web Traffic, The Introduction of Mobile Advertising.	9	25

Text Books:

1. Digital Marketing Analytics Second Edition, Chuck Hemann, Pearson
2. eMarketing_ The Essential Guide to Digital Marketing, Rob Stokes
3. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, chuck hemann ken burbary, QUE

References Books:

1. Ryan Damian Ryan, "Understanding Digital Marketing ", 3rd edition, Kogan Page.
2. essential-digital-marketing-tools-smart-insights, Smart Insights
3. Nick smith, "Successful seo and search marketing in a week" Hodder & Stoughton
4. Macarthy Andrew Macarthy, "500 social media marketing", Createspace independent pub.
5. P R Smith E-marketing, "Excellence:-planning optimization your digital marketing", Routledge.
6. Chuck Hemann Ken Burbary, "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World", QUE
7. Digital marketing handbook, <http://emarketingconsult.com/digital-marketing-handbook-2012>

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Use the internet as an effective marketing channel.	1 Remembering 2 Understanding
CLO2	Enables students to engage with customers online in a more practical manner and to plan and implement end-to-end lead generation through the online mode.	1 Remembering 2 Understanding 3 Applying
CLO3	Design and Implement various Decision Making Problems using Machine Learning	3 Applying 4 Analyze 5 Evaluate 6 Create

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes(POs)												Program Specific Outcomes(PS Os)	
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO1	PSO2
CLO1	H	M	H	M	L	M	M	L		L	H	H	H	H
CLO2	M	H	H	H	H	M	M	L		L	M	L	H	H
CLO3	M	M	M	M	M	M		L		M	M	L	H	H

H:High, M:Medium, L:Low