



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Programme: BBA Honours in DIGITAL MARKETING (Major)

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Commerce	4	4
	2	Business Organization	4	4
Semester-II	3	Fundamentals of Digital Marketing	4	4
	4	E-Marketing	4	4
Semester-III	5	Social Media Marketing	4	4
	6	Search Engine Marketing	4	4
	7	Search Engine Optimization	4	4
	8	Web Analytics	4	4
Semester-IV	9	Affiliate Marketing	4	4
	10	Search Engine Optimisation	4	4
	11	SEMRush	4	4
Semester-V	12	E-Mail Marketing	4	4
	13	Mobile Marketing	4	4
	14	Content Marketing (OR) Content Management System	4	4
	15	IT Tools for Digital Marketing (OR) AI in Digital Marketing		
Semester-VI	Internship			
Semester-VII		Courses will be available in due course of time		
Semester-VIII		Courses will be available in due course of time		

SEMESTER-I
COURSE 1: FUNDAMENTALS OF COMMERCE

Theory

Credits: 4

4 hrs/week

Learning Objectives:

The objective of this paper is to help students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development. To acquire Knowledge on Accounting and Taxation.

Learning Outcomes:

At the end of the course, the student will be able to
Identify the role of commerce in Economic Development and Societal Development. Equip with the knowledge of imports and exports and Balance of Payments. Develop the skill of accounting and accounting principles. They acquire knowledge on micro and macro economics and factors that determine demand and supply. An idea of the Indian Tax system and various taxes levied on in India. They will acquire skills on web design and digital marketing.

Unit 1: Introduction: Definition of Commerce – Role of Commerce in Economic Development - Role of Commerce in Societal Development. Imports and Exports, Balance of Payments. World Trade Organization.

Unit 2: Economic Theory: Macro Economics – Meaning, Definition, Measurements of National Income, Concepts of National Income. Micro Economics – Demand and Supply. Elasticity of Demand and Supply. Classification of Markets -Perfect Competition – Characteristics – Equilibrium Price, Marginal Utility.

Unit 3: Accounting Principles: Meaning and Objectives Accounting, Accounting Cycle - Branches of Accounting - Financial Accounting, Cost Accounting, Management Accounting. Concepts and Conventions of Accounting – GAAP.

Unit 4: Taxation: Meaning of Tax, Taxation - Types of Tax- Income Tax, Corporate Taxation, GST, Customs & Excise. Differences between Direct and Indirect Tax – Objectives of Tax- Concerned authorities – Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBIC).

Unit 5: Computer Essentials: Web Design - Word Press Basics, Developing a Simple Website. Digital Marketing - Social Media Marketing, Content Marketing, Search Engine Optimization (SEO), E-mail Marketing. Data Analytics- Prediction of customer behavior, customized suggestions.

Lab Exercise:

- Build a sample website to display product information.
- Provide wide publicity for your product over social media and e-mail
- Estimate the customer behavior and provide necessary suggestions regarding the

products of his interest.

Activities:

- Assignment on GAAP.
- Group Activates on Problem solving.
- Collect data and report the role of Commerce in Economic Development.
- Analyze the demand and supply of a product and make a scheduled based on your analysis, problems on elasticity of demand.
- Identify the Tax and distinguish between Direct Tax and Indirect Tax.
- Assignments and students seminars on Demand function and demand curves
- Quiz Programs
- Assignment on different types of taxes which generate revenue to the Government of India.
- Invited lectures on GST and Taxation system
- Problem Solving Exercises on current economy situation.
- Co-operative learning on Accounting Principles.
- Group Discussions on problems relating to topics covered by syllabus
- Examinations (Scheduled and surprise tests)
- Any similar activities with imaginative thinking beyond the prescribed syllabus

Reference Books:

1. S.P. Jain & K.L Narang, Accountancy - I Kalyani Publishers.
2. R.L. Gupta & V.K. Gupta, Principles and Practice of Accounting, Sultan Chand
3. Business Economics -S.Sankaran, Margham Publications, Chennai.
4. Business Economics - Kalyani Publications.
5. Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann Publications.
6. Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, SahityaBhavan Publications

SEMESTER-I
COURSE 2: BUSINESS ORGANISATION

Theory

Credits: 4

4 hrs/week

Learning Objectives:

The course aims to acquire conceptual knowledge of business, formation various business organizations. To provide the knowledge on deciding plant location, plan layout and business combinations.

Learning outcomes:

After completing this course a student will have:

Ability to understand the concept of Business Organization along with the basic laws and norms of Business Organization. The ability to understand the terminologies associated with the field of Business Organization along with their relevance and to identify the appropriate types and functioning of Business Organization for solving different problems. The application of Business Organization principles to solve business and industry related problems and to understand the concept of Sole Proprietorship, Partnership and Joint Stock Company etc.

Unit 1: Business: Concept, Meaning, Features, Stages of development of business and importance of business. Classification of Business Activities. Meaning, Characteristics, Importance and Objectives of Business Organization.. Difference between Industry & Commerce and Business & Profession, Modern Business and their Characteristics.

Unit 2: Promotion of Business: Considerations in Establishing New Business. Qualities of a Successful Businessman. Forms of Business Organization - Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives and their Characteristics, relative merits and demerits, Difference between Private and Public Company, Concept of One Person Company.

Unit 3: Plant Location and Layout: Meaning, Importance, Factors affecting Plant Location. Plant Layout

- Meaning, Objectives, Importance, Types of Layout. Factors affecting Layout. Size of Business Unit - Criteria for Measuring the Size and Factors affecting the Size. Optimum Size and factors determining the Optimum Size.

Unit 4: Business Combination: Meaning, Characteristics, Objectives, Causes, Forms and Kinds of Business Combination. Rationalization: Meaning, Characteristics, Objectives, Principles, Merits and demerits, Difference between Rationalization and Nationalization.

Unit 5: Computer Essentials: Milestones of Computer Evolution – Computer, Block diagram, generations of computer . Internet Basics - Internet, history, Internet Service Providers, Types of Networks, IP, Domain Name Services, applications. Ethical and Social Implications - Network and security concepts- Information Assurance Fundamentals, Cryptography - Symmetric and Asymmetric, Malware, Firewalls, Fraud Techniques, privacy and data protection

Activities:

- Assignment on business organizations and modern business.
- Group Discussion on factors that influence plan location
- Seminars on different topics related to Business organization
- Case study could be given to present business plan of students choice.

- Identifying the attributes of network (Topology, service provider, IP address and bandwidth of your college network) and prepare a report covering network architecture.
- Identify the types of malwares and required firewalls to provide security.
- Latest Fraud techniques used by hackers.

Reference Books:

1. Gupta, C.B., “Business Organisation”, Mayur Publication, (2014).
2. Singh, B.P., Chhabra, T.N., “An Introduction to Business Organisation & Management”, Kitab Mahal, (2014).
3. Sherlekar, S.A. & Sherlekar, V.S, “Modern Business Organization & Management Systems Approach Mumbai”, Himalaya Publishing House, (2000).
4. Bhusan Y. K., “Business Organization”, Sultan Chand & Sons.
5. Prakash, Jagdish, “Business Organistaton and Management”, Kitab Mahal Publishers (Hindi and English)
6. Fundamentals of Computers by V. Raja Raman
7. Cyber Security Essentials by James Graham, Richard Howard, Ryan Olson

SEMESTER-II

COURSE 3: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective:

Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyze consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

Learning Outcome: Students will be understood:

- Digital Marketing Concepts
- The applications of digital marketing in the globalized market
- Application and usage of E-mail advertisement and mobile marketing.

UNIT 1: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT 2: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT 3: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT 4: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT 5: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

SEMESTER-II

COURSE 4: E-MARKETING

Theory

Credits: 4

4 hrs/week

UNIT-I: Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT-II: A/B Testing : What is A/B Testing, How to do A/B Testing, Selecting landingpages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT III:E-Marketing-An Overview – Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

UNIT IV:Applications of E-Marketing - Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

UNIT V:Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay-Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

SOURCE:

<https://www.bapugraphics.com/leadgenerationforbusinessstrainingindelhi.php>

<https://smude.edu.in/smude/programs/mba/marketing-management/e-marketing.html>

REFERENCE:

1. Strauss, J., & Frost, R. (2014). *E-Marketing* (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian Halligan and Dharmesh Shah.

SEMESTER-III

COURSE 5: SOCIAL MEDIA MARKETING

Theory

Credits: 4

4 hrs/week

COURSE OBJECTIVE:

Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

LEARNING OUTCOMES:

Understand the Social Media space and tools • Analyze the effectiveness of your company's and competitors' social media programs. Design social media programs that directly support business and marketing goals. Channels and programs. Implement a process for planning social media marketing activities.

UNIT I:

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

UNIT V:

Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

TEXT BOOKS:

1. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

SEMESTER-III

COURSE 6: SEARCH ENGINE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective:

Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location, demographics, time and so on. This course also provides inputs on how SEM campaign is a CPC (Cost-per-click) advertisement model unlike SEO, it starts immediately and advertiser starts getting results immediately on start of the campaign.

Learning Outcomes:

- Understand concepts of search engine marketing including various elements of search engine marketing plan.
- Create effective landing pages by understanding web users' behavior.

UNIT I:

Search Engine Marketing Overview Understanding Importance Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization.

UNIT II:

PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups

UNIT III:

Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. Google Ads bidding strategies. Top PPC bid management tips for maximizing returns.

UNIT IV:

Effective landing pages and user psychology importance of UI/UX design, call-to- action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives & goals define performance metrics and monitor ppc activity with Google analytics.

UNIT-V

SEM management (other techniques) re-marketing, mobile advertising, display & video formats, optimize the display network campaigns and track & measure views through conversions.

REFERENCES

1. Pay-Per-Click Search Engine Marketing: An Hour a Day by David Szetela, Joseph Kerschbaum
2. Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Website (IBM Press) 3rd Edition, Kindle Edition by Mike Moran, Bill Hunt.
3. A Beginners Guide to Paid Search Marketing: Search Engine Marketing for Beginners by Tarek Riman (2020)
4. Pay Per Click Search Engine Marketing For Dummies by Peter Kent (2006).

SEMESTER-III

COURSE 7: SEARCH ENGINE OPTIMIZATION

Theory

Credits: 4

4 hrs/week

Course Objective:

With millions of people performing millions of searches each day to find content on the Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

Learning Outcomes:

- Learn what search engine optimization (SEO) is and how a Web site needs to be structured.
- Appreciate the constructs of search engine-friendly Web sites.
- Attract inbound Links from other Web Sites.

UNIT I:

Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.

UNIT II:

Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawlability, Rewriting pages, Subdomains, Alexa ranking, Image optimization, Search Engine Optimisation analysis, crawler issues, remove urls, sitemap submission

UNIT III:

On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

UNIT IV:

Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three- way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation

UNIT V:

Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, google places

TEXT BOOKS:

- Search Engine Optimization: Your Visual Blueprint for effective
- Internet marketing, 3 Edition (MISL-Wiley)-Kristopher B Jones
- Search Engine Optimization: An Hour a Day-Jennipegrappone, Gradiva Cousin-Wiley.

Activities/ Requirements:

- Written Assignments
- Oral Presentation
- Quiz Programme

SEMESTER-III

COURSE 8: WEB ANALYTICS

Theory

Credits: 4

4 hrs/week

Web Analytics

Course Objectives: Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

Learning Outcomes:

- Read and understand in a proper way the main key metrics of digital analytics
- Manage web and social analytics principles to drive marketing campaign or strategies

UNIT-I:

Getting started with Web Analytics-The digital media: owned, earned and paid media - Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate - Understanding and using Google Analytics data- Collecting actionable data with Google Analytics-Navigating Google Analytics reports -Navigating Conversions reports

UNIT-II:

Introduction to Ecommerce Analysis & App Analytics - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users-Measuring behavior

UNIT-III:

Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager- Collecting data using the Data Layer, variables, and events-Using additional tags for marketing and remarketing-Facebook Analytics-Twitter Insights

UNIT-IV:

Traffic sources - Direct, referring, and search traffic- Campaigns- Ad Words, Ad sense
Content - Pages and Landing Pages-Event Tracking and Ad Sense - Site Search
Visitors- Unique visitors-Geography and language information Technical reports
Benchmarking, Actionable insights and the big picture Recap of Google Analytics
Reports and tools - Finding action able night s- Getting the organization involved-
Creating a data-driven culture- Resources

UNIT-V:

Social Analytics & User Generated Contents – Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main weblisting platforms- Free tool s for web listening analysis

Software to be used

Google Analytics, Talk walker Platform, Face book Analytics Twitter Insights, YouTube Analytics

Reference books:

1. Web Analytics Strategies for Information Professionals (English, Paperback, Farney Tabatha)
2. Web Analytics Action Hero: Using Analytics to Gain Insight and Optimize Your Business: Brent Dykes
3. Complete Web Monitoring: Alistair Croll and Sean Power

Activities:

- WrittenAssignment
- OralPresentation
- CaseStudy

SEMESTER-IV

COURSE 9: AFFILIATE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective:

Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals. Affiliate Marketing helps to Promote Your Own Business In An Effective Manner.

Learning Outcomes:

- Affiliate marketing helps in building performance-base. It helps broaden your audience.
- Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales

UNIT I: Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT II: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

UNIT III: Types of Affiliate Marketing Search affiliates-Price comparison service websiteLoyalty websites-Cause related and coupon websites Content and niche market websitePersonal weblogs and website syndicates-Email marketing and shopping directoriesRegistration or co-registration affiliates-File sharing affiliates.

Unit IV: Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

Unit V: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud

Text Books

- 1) Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
- 2) Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011).
- 3) Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
- 4) Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)

SEMESTER-IV
COURSE 10: SEARCH ENGINE OPTIMISATION

Theory

Credits: 4

4 hrs/week

Course Objective: To make reports and help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Learning Outcomes:

1. Submit site maps and individual URLs for crawling.
2. Review index coverage to make sure that Google has the freshest view of website..

UNIT-I: Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option

UNIT-II: Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page ,pages with errors, valid pages -Sitemaps-add new sitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs.

UNIT-III: Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ-How to-Logos- Review snippets-Site Links Searchbox

UNIT-IV: Security & Manual Actions: Manual actions-How do I remove Manual Actions in Search Engine Optimisation-security issues and its report-

UNIT-V: Legacy Tools and Reports: Links-settings-submit feedback- about new version- International targeting-messages-URL parameters-web Tools

References:

TheUltimateGuidetoGoogleSearchConsole2021byAjaFrom@ajavuu,

<https://blog.hubspot.com/marketing/google-search-console>

2.Google searchconsole:Knowledge panel by Sajith Thomo sand Evin Jaison 2016

3.Google SearchConsole:ACompleteGuidebyGerardusBlokdyk2018,Bookshoutpublis hers

Activities

Written Assignments

- OralPresentation
- QuizProgramme

SEMESTER-IV

COURSE 11: SEMRush

Theory

Credits: 4

4 hrs/week

Course Objectives:

SEM Rush is an SEO tool that does keyword research, tracks the key word strategy used by competitors, runs an SEO audit of a blog and looks for back-linking opportunities.

Learning Outcomes:

Save time & budget. Stay creative with your content while Semrush takes care of the data. Over 7 million users have registered for Semrush.

UNIT-I: Keyword Research: Analyze Search Intent Instantly with Semrush- Keyword Research-The Ultimate Keyword Research Checklist-Semrush Keyword Difficulty: Now More Accurate Than Any Other Tool-How to Use Semrush for Keyword Research

UNIT- II: Keyword Ranking: How to Track Your Keywords on Google (with Semrush)- Search Engine Ranking: How to Use Semrush to Track Keywords and Positions-How To Measure SEO Share of Voice on Semrush-How To Use Semrush Sensor To Get SERP Volatility Insights-How to Track SERP Rankings with the Semrush Position

UNIT-III: LINK Building: How to Use Outreach for Link Building- Ways to Make the Best of SEO Link Building with Semrush-Semrush Backlinks Update 2021: How We Built a New Backlinks-Fastest Backlink Discovery Tool as a Semrush

UNIT-IV: Social Media and Local SEO: How to Use the Free Semrush Social Media Tool for Every Platform-Effective Online Reputation Management: Reasons To Monitor Mentions-How to Track SEO in Multiple Cities with Semrush –How To Improve Your Local SEO

UNIT-V: SEO Traffic Analysis and Competitor Research: How to Target and Win SERP Features- How to Find Marketing Insights Using Audience Overlap-Progress Report in Just 4 Steps:How - How to Analyze Competitor Website Traffic with Trends-Competitor Insights

References:

1. SEMrush for Advanced Digital Marketing Strategy by Justin Womack 2017, Publisher-Packt
2. SEM Rush: A Guide to Complete SEO and PPC Dominance by Matthew Powell 2017 Publisher: Matthew Powell

Activities

Written Assignments

Oral Presentation

Quiz Programme

SEMESTER-V

COURSE 12: E-MAIL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives: Email Marketing Course covers marketing strategies and guides in creating effective advertisements to promote a product or service, request business, solicit sales/donations, and build loyalty, trust, and brand awareness.

Learning Outcomes:

Recognize the current landscape of the digital business environment and identify strategies to define, attract, and engage your audience online.

Develop a digital marketing plan designed to meet your goals and objectives for any existing or new business, product, or service.

UNIT-I: Introduction to Email Marketing-Importance of Email Marketing - Popular Email Marketing Tools- Email Marketing Goals- History of Email Marketing- Advantages and Dis Advantages of Email Marketing.

UNIT-II: E-Mail Marketing Understanding : Benefits of Email Marketing- How to write Effective content and subject line- Why Email automation is required- Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines.

UNIT-III: Introduction to Mail-Chimp-Mail-Chimp Structure- Account Setup and Settings- Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site- Import Subscribers in a List.

UNIT-IV: Mail- Chimp: Types of Email Marketing:-Campaigns Creating an Email- What Is the Newsletter -Design a News letter Reports –Marketing Automation.

UNIT-V: Best Email Marketing Alternatives: Introduction: Mailer Lite- Send In Blue- Active Campaign -HubSpot etc.

References

1. Author: Tom Corson – Knowless, Email Marketing Mastery. TCK Publishing
2. Author: Susan Gunelius, Publisher: Entrepreneur Press, 31 May 2018,

Activities

- ✓ Written Assignments
- ✓ Oral Presentation
- ✓ Quiz Programme

SEMESTER-V

COURSE 13: MOBILE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective: To equip the student with basic understanding about mobile marketing and how to promote products by using mobile applications.

Learning Outcomes:

1. Make use of mobile devices to promote products and services.
2. Integrate your mobile marketing strategy with your social media strategy.

UNIT-I: Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing

UNIT-II: Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing

UNIT-III: Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic Ad Buying-Incentives and Loyalty Program Mobile Incentive Opportunities Mobile Loyalty Programs- Mobile Rules and Regulations Mobile Marketing Rules and Regulations Mobile Campaign Compliance

UNIT-IV: Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Face book Advertising for Mobile- - Location and Mobile Mobile Marketing Location -Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons- Mobile Website Responsive Design Converting Non-Mobile Websites- Mobile Marketing Analytics Mobile Measurement – Careers in Mobile Marketing Mobile Marketing Opportunities

UNIT-V: Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices practically. Page Creation:

References:

2. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
3. Tap: Unlocking the Mobile Economy by Anindya Ghose
4. Social nomics : How Social Media Transforms the Way We Live and Do Business— Erik Qualman

Activities: Written Assignments

- Oral Presentation
- Quiz Programm

SEMESTER-V

COURSE 14 A: CONTENT MARKETING

Theory

Credits: 4

4 hrs/week

UNIT I: Introduction to Content Marketing and Management: Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.

UNIT II: Business goals and planning for websites -Naming primary and lower level goals-CMS overview and concepts, Intro to Word Press - Word Press design, navigation and site structure,

UNIT III: Adding and managing content - Adding and managing functionality on the site. Writing for the Web-Refining content – design, brand guidelines - Tools for developing visual content -HTML and CSS, overview for CMS

UNIT IV: Competitive analysis -Collecting content ideas, Tools and resources for creating and managing content -Social media channels – community and communication, distributing content.

UNIT V: Tools for social media management -Establishing metrics -Evaluating data-Capstone Project

Note: Capstone projects are designed to apply the skills and knowledge learned in the course and will include the following elements as projects are shared:

1. Explain the criteria that guided your content development.
2. Present your website and other media channels that highlight that content.
3. Give a summary of your plan for developing, managing, and distributing future content.

SOURCE: AARON MATTHEW WALL Content Marketing Book© Aaron Matthew • seobook@gmail.com

SEMESTER-V

COURSE 14 B: CONTENT MANAGEMENT SYSTEM

Theory

Credits: 4

4 hrs/week

Course Objective: In this course, students will learn how to use the thousands of themes and plugins already out there to design custom websites by using WordPress.

Learning Outcomes:

- Student is able to design and develop a website
- Student is able to manage the content in the website

UNIT-I: Introduction-Hosting your CMS-Types of WordPress-Setting up local server-Downloading XAMPP-Installing XAMPP to create local server

UNIT-II: Installation: Install Word Press-Extracting Word Press files and installing Word Press-Logging in to Word Press Dashboard – Word Press Dashboard- Navigate to the Word Press dashboard ;know what everything does and how to use it

UNIT-III: Themes: Install Word Press Themes -Understand themes and how to find/install them - Customizing Word Press Themes -Customization of Word Press Widgets -Installing Word Press Premium Theme -Installing Word press Premium Theme Demo Content

UNIT-IV: Plugins: Install Word Press Plugins -Installing plugin for SEO on Word Press website - Increasing Speed of WordPress websites -Security of Word Press websites - Contact Form for Word Press websites -Setup Contact us page for Word Press websites - Creating Post and Basics of One Page Optimization (SEO)

UNIT-V: Page Creation: Creating Page-Settings -Domain-Choosing the right domain name Registering your domain-Choosing your hosting services

Comparing various server providers - Choosing your hosting provider-Pointing your domain to hosting provider-Setting up your Webserver- Installing your WordPress to your Webserver-Transferring Content to Webserver

References:

1. Word Press- All – in- One for Dummies by Lisa Sabin Wilson, a John Wiley & Sons Inc. Brandin 2013 New Jersey
2. Word press for Writers Create an Awesome Author Web site that Helps You Sell Books By Rachel Mc Collin 2019 published by Catawampus Press

Activities

Written Assignments Oral Presentation Quiz

SEMESTER-V

COURSE 15 A: IT TOOLS FOR DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Unit-I: Google Analytics, Google Keyword planner, Google Trends, Google Alerts, Hootsuite, Bing Webmaster Tools

Unit-II: Search Engine Optimisation, Site Map builder, Yoast, Ahrefs, Archive.org, PageSpeedInsights, Moz Link Explorer, MozBar, Tailwind

Unit-III: Canva, pixlr, MailChimp, HubSpot, JetpackCRM, Elementor, SEOTesting, Surveymonkey, Tweetdeck, Analisa.io, Tagboard

Unit-IV: Asana, BuzzSumo, MeetEdgar, Hootsuite, seoptimer.com, Alexa, GoogleMyBusiness, Sprout Social, SocialOomph, Brand24

Unit V: Salesforce, FollowerWonk, Buzzsumo, Crazy Egg, camelcamelcamel, Feedly Twitter Analytics, Facebook Analytics, Audiense

Text Books

129 Digital Marketing Tools You Can't Live Without by Manuj Bajaj Digital Marketing |
Second Edition Paperback by Seema Gupta

SEMESTER-V

COURSE 15 B: AI IN DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

LEARNING OBJECTIVES

Understanding your audience better: AI helps you analyze large amounts of data and predict every customer's buying behavior/decisions. This allows you to effectively implement dedicated marketing campaigns to a target audience. It also helps in boosting customer satisfaction and engagement.

OUTCOME

One of the biggest impacts of AI on digital marketing is the ability to predict consumer behavior. By analyzing data from social media, search engines, and other online sources, AI can identify patterns and make predictions about what consumers will want in the future.

Unit-1 An Introduction to Artificial Intelligence: Definition of AI, Features of AI, Scope of AI, types of AI, History of Artificial Intelligence, How is Artificial Intelligence Changing the face of Digital Marketing? , Importance of AI in DM, AI in Advertising.

Unit-2: AI applications: AI applications include advanced web search engines (e.g., Google Search), recommendation systems (used by YouTube, Amazon, and Netflix), understanding human speech (such as Siri and Alexa), self-driving cars (e.g., Waymo), generative or creative tools (ChatGPT and AI art), automated decision-making, and competing at the highest level in strategic game systems (such as chess and Go).

Unit-3: AI in Marketing: Publica, Affectiva, EliseAI, Google Ads, IBM, RTB House, Salesforce, Yext , Conversica, Mutiny.

Unit-4: AI applications in DM: Generating Content, Product Recommendation and Content Curation, Use of AI Chatbots, Chatbot Marketing, Predictive Analysis, Digital Advertising, Online Searches, Email Marketing.

Unit-5: AI and SEO, ML,NLP: Improved Keyword Research, Content Optimization, Enhanced User Experience, Predictive SEO, Voice Search Optimization, Visual Search Optimization; Machine Learning- Definition, Importance; how Natural Language Processing (NLP) Influencing Digital Marketing?

References:

1. Melanie Mitchell, Artificial Intelligence: A Guide for Thinking Humans
2. Stuart Russell & Peter Norvig, Artificial Intelligence: A Modern Approach ,Third Edition, By Pearson
3. Mosim Khan (2020), Artificial Intelligence In Digital Marketing
4. Alex Ferreira do Prado, Artificial Intelligence allied to Digital Marketing
5. Parth Dixit(2023) "Digital Marketing in the Age of Artificial Intelligence"

Web Sources:

1. <https://builtin.com/artificial-intelligence/ai-in-marketing-advertising>
2. <https://www.marketingaiinstitute.com/blog/5-ways-natural-language-processing-nlp-is-changing-digital-marketing>.