MINOR

Subject: Digital Marketing

w.e.f. AY 2023-24

COURSE STRUCTURE

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SEMESTER-II

COURSE 1: FUNDAMENTALS OF DIGITAL MARKETING

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.


REFERENCE BOOKS:
2. Your Google Game Plan for Success: Increasing Your Web
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
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails
SEMESTER-III
COURSE 2: 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 learnersto 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
**SEMMER-IV**

**COURSE 3: 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 websites Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration 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**
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 your 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-V: Legacy Tools and Reports: Links - settings - submit feedback - about new version - International targeting - messages - URL parameters - web Tools

References:
The Ultimate Guide to Google Search Console 2021 by Aja From @ajavuu,
https://blog.hubspot.com/marketing/google-search-console
2. Google search console: Knowledge panel by Sajith Thomo sand Evin Jaison 2016  

Activities
Written Assignments
• Oral Presentation
• Quiz Programme
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:

Recognizethecurrentlandscapeofthedigitalbusinessenvironmentandidentifystrategiestodefine,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-IV: Mail-Chimp: Types of Email Marketing - Campaigns Creating an Email - What Is the Newsletter - Design a Newsletter 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
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-IV: Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Facebook 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:
1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowels
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Socialnomics: How Social Media Transforms the Way We Live and Do Business—Erik Qualman

Activities: Written Assignments
- Oral Presentation
- Quiz Program