

P.B.SIDDHARTHA COLLEGE OF ARTS &SCIENCE :: VIJAYAWADA-10..
(An Autonomous college in the jurisdiction of Krishna University, Machilipatnam)
DIGITAL MARKETING

Semester:	VI	Credits :	4
Offered to	B.Com(General)	Course Code	COMSET04
Course Type	Core (Theory)	Year of Introduction	2022-23
Year of Revision:		Percentage of Revision:	
Hours Taught	75 hrs. Per Semester		
Course Prerequisites (if any):			

CO1: students are able to understand impact of micro and macro environmental factors on digital marketing. (PO1) (PSO1)

CO2: students are able design website planning and creation of website. (PO5) (PSO1)

CO3: student will have command on search engine optimization (PO5) (PSO1)

CO4: students will acquire knowledge on social media marketing, content creation, blogging and guest blogging (PO5) (PSO1)

CO5: students will get the capacity to create email marketing and mapping industry trends and eliminating spam messages.(PO5) (PSO1)

Unit 1: Introduction

Digital marketing: Meaning – importance – traditional online marketing vs digital marketing – online market place analysis Micro Environment – Online Macro Environment - trends in digital marketing – competitive analysis.

Unit – II: Web site planning and creation

Web Site: meaning – objectives – components of website - website creation – incorporation of design and– adding content, installing and activating plugins.

Unit 3: Search Engine Optimization (SEO)

SEO: Meaning – History and growth of SEO –Importance of Search Engine - On page Optimization – off page optimization – Role of Search Engine Operation- google Ad words – Search Engine Marketing: Campaign Creation – Ad Creation, Approval and Extensions.

Unit 4: Social Media Marketing:

Meaning of social media and Social Media Marketing – social Management tools-strategy and planning – social media network – Social Networking – video creation and sharing – use of different social media platforms - Content creation - Blogging – Guest Blogging.

Unit 5: Email marketing:

Meaning – Evolution of email – importance of email marketing – Development and Advancements in e mail marketing - email marketing platforms – creating and Tracking emailers–create forms – create opt-in lists – mapping industry trends and eliminating spam messages.

Text Books:

New Rules of Marketing and PR byDavid Meerman Scott.Wiley, 2017

References

1.Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry, publisher John Wiley first edition 2020.

2. Youtility by JayBaer, Published by Gilda MediaL C Portfolio 2013,

Suggested Co-Curricular Activities

1. Seminars/Conference/ Workshops on significant and emerging areas in Digital Marketing
2. Real time work experience with Digital marketing service providers.
3. Arrange for Interaction with Area Specific Experts.

Web Links:

<https://neilpatel.com/what-is-digital-marketing/>

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DIGITAL MARKETING

COMSET04

Time: 3Hrs

Max Marls: 75

Section –A

Answer any Five of the following

5X5=25M

1. What is Digital Marketing?
2. What are the benefits of Digital Marketing?
3. Explain Website planning.
4. Explain SEO content optimization
5. Search Engine
6. Social Networking
7. Evolution of Email
8. Explain creating and tracking emails.

Section –B

Answer the following

5X10=50M

9. a) Define marketing. Explain the differences between traditional marketing VS digital marketing
Or
b) Explain trends in digital marketing.
10. a) what are the components of website?
Or
b) Write about installing and activating plugin?
11. a) What is Website SEO? Explain importance and advantages of optimizing website.
Or
b) Explain the importance off – page SEO
12. a) what are the goals of social media marketing
Or
b) Explain various tools of social media marketing
13. a) Trends in development and advancements in email marketing Explain
Or
b) Write about mapping industry trends and eliminating spam messages?