



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**  
*Autonomous*  
Siddhartha Nagar, Vijayawada-520010  
*Re-accredited at 'A+' by the NAAC*

<b>Course Code</b>				<b>22 ANDSL 301</b>			
<b>Title of the Course</b>				<b>DIGITAL MARKETING</b>			
<b>Offered to:</b>				<b>MBA BUSINESS ANALYTICS</b>			
<b>L</b>	<b>5</b>	<b>T</b>	<b>0</b>	<b>P</b>	<b>0</b>	<b>C</b>	<b>4</b>
<b>Year of Introduction:</b>		<b>2024-25</b>		<b>Semester:</b>			<b>3</b>
<b>Course Category:</b>		<b>Domain Specific Elective</b>		<b>Course Relates to:</b>		<b>Global</b>	
<b>Year of Revision</b>		<b>NA</b>		<b>Percentage:</b>		<b>NA</b>	
<b>Type of the Course:</b>				<b>Employability</b>			
<b>Crosscutting Issues of the Course :</b>				<b>Environment &amp; Sustainability</b>			
<b>Pre-requisites, if any</b>				<b>Marketing Concepts &amp; Computer Knowledge</b>			

**Course Description:** This course will take students through navigating the digital landscape and how to utilize data to guide this journey. Students will develop an understanding of what marketing channels contribute to a cohesive online presence, exploring areas such as organic and paid search, social media, and email marketing.

**Course Objectives:**

<b>S.NO</b>	<b>COURSE OBJECTIVES</b>
<b>1</b>	Developing the ability to create and implement effective digital marketing strategies.
<b>2</b>	Learn how to measure and analyze the success of digital marketing campaigns.
<b>3</b>	Stay up-to-date with the latest digital marketing trends and best practices.
<b>4</b>	Develop Content Creation and Management Skills.
<b>5</b>	Develop Effective Digital Marketing Strategies

## Course Outcomes

At the end of the course, the student will be able to...

CO NO	COURSE OUTCOMES	BT L	P O	PS O
CO1	At the end of the course, the students will be able to understand concepts of digital marketing.	K1	5	1
CO2	At the end of the course, the students will be able to handle SEO & SMM	K2	5	1
CO3	Understand the concept of digital marketing and its real-world iterations.	K4	5	1
CO4	Articulate innovative insights of digital marketing enabling a competitive edge.	K4	6	1
CO5	Use of Social Media Platform like Facebook, Twitter, Youtube & LinkedIn for Marketing	K5	6	1

For BTL: K1: Remember; K2: Understand; K3: Apply; K4: Analyze; K5: Evaluate; K6: Create

CO-PO MATRIX									
CO NO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1				3	2			1	
CO2					2			1	
CO3					2	3		1	
CO4						3		1	
CO5						3		1	

Use the codes 3, 2, 1 for High, Moderate and Low correlation Between CO-PO-PSO respectively

**UNIT-I: Introduction-** Concept, Digital vs. Traditional Marketing, Digital Marketing Channels and Classifications, Relationship to the Purchase Funnel,; Relevance of Digital Marketing, Emerging trends in Digital Marketing. Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising:- Process & players. Digital metrics :Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting:- Contextual targeting, remarking, Demographics , Geographic & Language Targeting. **(20 Hours)**

**Description** – This unit gives the basic knowledge of Digital Marketing concepts.

**UNIT-2: Marketing Automation:** Definition, Advantages, Marketing Automation Software: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools. **(15 Hours)**

**Description** – This unit provides the functionality of Marketing Automation Tools.

**Example** – Salesforce, CRM.

**UNIT-III: Channels of social media:** Creating a Facebook page, Visual identity of a Facebook page, Types of publications in Face book, Instagram Marketing: Optimization of Instagram profiles Integrating Instagram with a Web Site and other social networks; LinkedIn Marketing- YouTube Marketing- Google+ Marketing, What's App Marketing, E-mail Marketing. **(10Hours)**

**Description** – This unit provides the knowledge of finding right social media platform for a particular campaign or promotion.

**UNIT-IV: Social Media:** Evolution of Social Media, Role of social media in Marketing, Different types of Social Media Channels, Social Media Marketing Goals and Strategies; Promotion through Social Media, Blogs. YouTube Advertising: - YouTube Channels, YouTube Ads, Type of Videos, Buying , Models, Targeting & optimization, Designing & monitoring Video Campaigns, Display campaigns  
**(15 Hours)**

**Description** – This unit explains how the Social Media Marketing is important in current market scenario.

**UNIT-V: E-Marketing:** Problems and Challenges in Social Media Marketing, Privacy Issues in Digital Marketing, Ethics in Social Media Marketing, Regulatory Frame Work for Digital Marketing, Best Practices in Digital Marketing.  
**(15 Hours)**

**Description** – This unit provide the information on how to handle the Social Media Content.

**References Books :**

1. Ryan, D. (2014 ). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J.(2014) Epic Content Marketing, McGraw Hill Education. Page 114 of 39 MBA 403 HRM: HUMAN RESOURCE DEVE



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**MODEL QUESTION PAPER**

**M.B.A. (Business Analytics) EXAMINATION**

**22ANDSL301: Digital Marketing**

**Duration: 3 hours**

**Maximum Marks: 70**

**SECTION- A**

*Answer the Following Questions*

**5×4=20 Marks**

1.
  - a. What are Digital Marketing Channels (CO1, K1)  
**OR**
  - b. Define the need and scope of digital marketing. (CO2, K2)
2.
  - a. Explain Optimization of Websites (CO2,K2)  
**OR**
  - b. Outline the digital marketing trends? (CO2,K2)
3.
  - a. Write steps in Developing a Social Marketing Plan. (CO3,K1)  
**OR**
  - b. Write about the importance of social media marketing for business ? (CO3, K1)
4.
  - a. Explain about Visual identity of a Facebook page (CO4,K2)  
**OR**
  - b. Explain the role of key words in search engine marketing. (CO4, K2)
5.
  - a. Explain about LinkedIn Marketing and YouTube Marketing (CO5,K1)  
**OR**
  - b. Discuss Ethics in Digital Marketing . (CO5,K1)

**Section- B**

*Answer the Following Questions*

**5X8=40 Marks**

6.
  - a. Write the difference between digital vs real marketing (CO1,K1) .  
**OR**
  - b. Explain about migrating from traditional channels to digital channels. (CO1,K1)
7.
  - a. Classify the different types of Social Media Channels (CO2,K2)  
**OR**
  - b. Explain role of social media in Marketing (CO2,K2)
8.
  - a. Explain Social Media Marketing Goals and Strategies. (CO2,K2)  
**OR**
  - b. Build the model of a business and Create a Facebook page (CO3,L3)
9.
  - a. Explain Types of publications in Face book (CO4,K2)  
**OR**
  - b. How to Integrate Instagram with a Web Site and other social networks. (CO4,K2)

10.

a. Evaluate Problems and Challenges in Social Media Marketing (CO5,K5)

**OR**

b. Critically examine Ethics in Social Media Marketing. (CO5,K1)

**SECTION C**

**Case study (Compulsory)**

**10Marks**

Acme Fitness Center is a local gym and fitness facility located in a medium-sized city. The gym offers a range of fitness classes, personal training services, and a variety of exercise equipment. Acme Fitness Center has been struggling to attract new members and retain existing ones in recent years. The management team has decided to invest in digital marketing to address these issues and increase membership.

**Questions:**

1. What digital marketing strategies can Acme Fitness Center use to attract new members and retain existing ones?
2. How can Acme Fitness Center create an effective online presence?
3. What social media platforms should Acme Fitness Center prioritize, and what type of content should they share to engage their audience?
4. How can Acme Fitness Center use email marketing to improve member retention?

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