



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

Course Code				23ANVAL201			
Title of the Course				Digital Marketing			
Offered to:				BBA– Honours Business Analytics			
L	2	T	0	P	0	C	2
Year of Introduction:		2024-25		Semester:			3
Course Category:		Value Added		Course Relates to:		GLOBAL	
Year of Revision:				Percentage:			
Type of the Course:				Sill Development			
Crosscutting Issues of the Course:				-			
Pre-requisites, if any				-			

Course Description:

This course provides an in-depth understanding of digital marketing, focusing on strategies and tools used to promote products and services in the digital space. Students will explore key areas such as digital marketing planning, website optimization, and advertising strategies, including pay-per-click (PPC), email, and social media marketing. Additionally, the course addresses the challenges of new media management, privacy concerns, and managing digital identities. By the end of the course, students will be equipped with both theoretical knowledge and practical skills for thriving in today's dynamic digital marketing landscape

Course Aim and Objectives:

S.NO	COURSE OBJECTIVES
1	To introduce students to the core concepts of digital marketing and its significance in modern business.
2	To develop skills in creating digital marketing strategies and executing them effectively.
3	To teach website optimization techniques for enhanced user engagement and improved search engine rankings.
4	To familiarize students with various forms of digital advertising, including PPC, mobile marketing, and social media marketing.
5	To examine the challenges associated with digital marketing, such as managing digital

identity, privacy, and self-organizing systems.

Course Outcomes

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

CO NO	COURSE OUTCOME	BTL	PO	PSO
CO1	Students will be able to develop and implement comprehensive digital marketing strategies.	K2	5,6	1,2
CO2	Students will gain proficiency in optimizing websites and utilizing digital advertising platforms.	K2	4,5,6	1,2
CO3	Students will understand the intricacies of email, mobile, and affiliate marketing techniques.	K1	4,5,6	1,2
CO4	Students will identify and address the challenges of managing new media, including social networks and crowd sourcing.	K2	5,7	1,2
CO5	Students will be able to navigate issues related to digital identity, privacy, and the pricing structures of two-sided markets.	K2	5,6	1,2

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

CO-PO MATRIX										
		PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
	CO1					3	3		2	3
	CO2				3	3	2		2	3
	CO3				3	3	3		2	3
	CO4					3		3	2	3
	CO5					3	3		2	3

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

Course Content

UNIT 1:

Introduction to Digital Marketing: 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.

Web links:

1. <https://www.forbes.com/advisor/in/business/digital-marketing/>
2. <https://mailchimp.com/marketing-glossary/digital-marketing/>

UNIT 2:

Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, 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.

Web links:

1. <https://www.towermarketing.net/blog/digital-marketing-mix-4ps/>

UNIT 3:

Challenges in Digital marketing: Challenges of new media such as social network management, pricing in two- sided markets, crowd sourcing, managing digital identity and privacy, combining hierarchical management with self-organizing systems.

Web links:

1. <https://www.dmcgglobal.com/blog/2022/02/digital-marketing-challenges>

Suggested Readings:

1. Chaffey, D. (2024). Digital marketing excellence: Planning, optimizing and integrating online marketing (6th ed.). Routledge.
2. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital marketing: Strategy, implementation, and practice (8thed.). Pearson

References

1. Kingsnorth, S. (2024). The digital marketing handbook: Deliver powerful digital campaigns that willdrive business success. Kogan Page.
2. Dodson, I. (2024). The art of digital marketing: The definitive guide to creating strategic, targeted, andmeasurable online campaigns (2nd ed.). Wiley.

