



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

Autonomous
Siddhartha Nagar, Vijayawada-520010
Re-accredited at 'A+' by the NAAC

Course Code				23DMMIL231			
Title of the Course				Digital Marketing			
Offered to: (Programme/s)				B.Com Honours			
L	5	T	0	P	0	C	4
Year of Introduction:		2024-25		Semester: III			III
Course Category:		Minor		Course Relates to:		Global	
Year of Revision:				Percentage:			
Type of the Course:				Skill			
Crosscutting Issues of the Course :				Nil			
Pre-requisites, if any				NA			

Course Description:

Digital Marketing introduces the fundamentals, compares traditional and digital methods, explores enabling technologies, and highlights the unique characteristics of digital marketing. Online advertising covers the basics, objectives, platforms, ad formats, and search engine ads. Email Marketing discusses email marketing basics, types, campaign processes, tools, and the concept of opt-in advertising. Social Media Marketing (SMM) delves into SMM fundamentals, myths, successful traits, planning, and tools. Search Engine Optimization (SEO) focuses on SEO basics, goals, and both on-page and off-page optimization techniques.

Course Aims and Objectives:

S.NO	COURSE OBJECTIVES
1	Analyze the differences between traditional and digital marketing.
2	Familiarize yourself with various online ad formats.
3	Learn about the fundamentals and various types of email marketing.
4	Understand the role of blogs, podcasts, and webinars in social media marketing.
5	Learn about on-page and off-page SEO techniques.

Course Outcomes

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

CO No`	COURSE OUTCOME	BTL	P O	PS O
CO1	Compare and contrast traditional and digital marketing approaches, highlighting their strengths and weaknesses.	K2	2	1
CO2	Understand network advertising and its role in digital marketing.	k2	2	1
CO3	Understand the importance of consent in email marketing and best practices for opt-in advertising.	K2	2	1
CO4	Develop a strategic social media marketing plan tailored to specific goals and objectives.	K3	2	1
CO5	Understand strategies for improving search engine rankings through external factors.	K2	2	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		2						2	
CO2		3						3	
CO3		2						2	
CO4		2						2	
CO5		3						3	

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

Course Structure

Unit 1: Digital Marketing: Introduction to Digital Marketing. Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer.

EXAMPLES/APPLICATIONS/CASE STUDIES:

- Examples on Digital marketing vs traditional marketing
- Examples on Digital marketing strategies.

EXERCISES/PROJECTS:

- Project on different Digital consumers.
- Project on recent technology of Digital marketing.

SPECIFIC RESOURCES: (WEB)

<https://blog.hubspot.com/marketing/traditional-marketing-vs-digital-marketing>

<https://www.smartinsights.com/digital-marketing/technology-behind-digital-marketing/>

<https://www.forbes.com/sites/forbestechcouncil/2021/03/11/five-characteristics-of-successful-digital-marketing-strategies/?sh=3d86315c11f4>

Unit 2: Online Advertising: Introduction, Objective, Where to Advertise, Online Ad Format, Search Engine Ad, Network Advertising, Affiliate Programs, Landing Pages

EXAMPLES/APPLICATIONS/CASE STUDIES:

- Different types of Advertising.

EXERCISES/PROJECTS:

- Project on Online advertisements.
- Project on Online ads formats.

SPECIFIC RESOURCES: (WEB)

<https://blog.hubspot.com/marketing/online-advertising>

<https://support.google.com/google-ads/answer/6320>

<https://www.adroll.com/blog/marketing/digital-ad-formats>

Unit 3: Email Marketing: Introduction, Types of Email, Email Marketing Campaign Process, Email marketing Tools, Advantages and Disadvantages, Opt-in Email Advertising, Email tracking

EXAMPLES/APPLICATIONS/CASE STUDIES:

- Different types of Email marketing.

EXERCISES/PROJECTS:

- Project on Email marketing tools.
- Project on Email tracking.

SPECIFIC RESOURCES: (WEB)

<https://mailchimp.com/email-marketing/>

<https://blog.hubspot.com/marketing/types-of-marketing-emails>

<https://blogs.constantcontact.com/email-marketing-pros-and-cons/>

Unit 4: Social Media Marketing (SMM): What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Face book, Twitter?

EXAMPLES/APPLICATIONS/CASE STUDIES:

- Different Social media markets.

EXERCISES/PROJECTS:

- Project on Social media marketing tools.
- Project on Social media monitoring.

SPECIFIC RESOURCES: (WEB)

<https://blog.hubspot.com/marketing/social-media-marketing>

<https://blog.hootsuite.com/social-media-manager-skills/>

<https://sproutsocial.com/insights/social-media-tools/>

Unit 5: Search Engine Optimization (SEO): Understanding SEO, Search Engine Optimization Process – Goals, On-Page Optimization, Off-Page Optimization and Analyze, Search Engine Result Process (SERP), SEO Tools.

EXAMPLES/APPLICATIONS/CASE STUDIES:

- Different Search Engine Optimization.

EXERCISES/PROJECTS:

- Project on Search Engine Result Process (SERP).
- Project on SEO Tools.

SPECIFIC RESOURCES: (WEB)

<https://moz.com/beginners-guide-to-seo>

<https://www.searchenginejournal.com/seo-process/>

<https://neilpatel.com/what-is-seo-tools/>

<https://neilpatel.com/what-is-seo-tools/>

Textbooks:

1. Digital Marketing by Seema Gupta, McGraw Hill Education
2. Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson

References:

1. Digital Marketing by Mohammed Mustafa, Ramakrishna Dasiga & Kakara VVS Chowdary, first edition 2024, Himalaya Publishing House Pvt Ltd.
2. Digital Marketing by Puneet kumar, Kalyani Publications, first edition in the year 2024.



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SEMESTER -END QUESTION PAPER STRUCTURE

Course Code & Title of the Course:	23DMMIL231: Digital Marketing
Offered to:	B. Com Hons
Category:	Minor -Digital Marketing
Max. Marks	70
Max.Time	3 Hrs

Section A: Short Answer Questions (20 Marks)

Answer All questions. Each question carries 4 Marks.

Q1 (a) Explain the Mobile Marketing. (CO1, K2)

OR

(b) What is Digital Marketing strategy? (CO1, K2)

Q2 (a) What is Search Engine Advertising?. (CO2, K2)

OR

(b) What is Advertising Network? (CO2, K2)

Q3 (a) Explain the importance of E-mail marketing. (CO3, K2)

OR

(b) What is Single Opt-in Email? (CO3, K2)

Q4 (a) What is Twitter Marketing? (CO4, K2)

OR

(b) What are the Face book- Do's and Don'ts? (CO4, K2)

Q5 (a) Explain Sear Engine Rank. (CO5, K2)

OR

(b) What is Off-Page SEO? (CO5, K2)

Section B: Long Answer Questions (50 Marks)

Answer All questions. Each question carries 10 Marks.

Q6 (a) Explain the Differences between Traditional Marketing Vs Digital Marketing. (CO1, K3)

OR

(b) Explain the features and importance of Digital Marketing. (CO1, K2)

Q7 (a) What are the Online Advertising Advantages and Dis-advantages? (CO2, K2)

OR

(b) Explain the Importance of Landing Pages . (CO2, K2)

Q8 (a) What are E-mail Tracking and its characteristics? (CO3, K2)

OR

(b) Explain various E-mail Tracking tools.. (CO3, K2)

Q9 (a) What are the Objectives of Social Media Marketing? (CO4, K2)

OR

(b) Explain the Elements including Publish a Blog. (CO4, K2)

Q10 (a) Explain different types of On-Page SEO (On-Site SEO). (CO5, K2)

OR

(b) What is Search Engine Optimization Process (SERP) and its features? (CO1, K3)