



<b>Program</b>	Master of Business Administration (MBA)	<b>Semester - 3</b>
<b>Type of Course</b>	Minor	
<b>Prerequisite</b>		
<b>Rationale</b>	-	
<b>Effective From A.Y.</b>	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

*SEE - Semester End Examination, T - Internal Theory, P - Internal Practical*

Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
1	<b>Module I</b> Foundations of Digital Marketing: <ul style="list-style-type: none"> <li>• Introduction to Digital Marketing</li> <li>• Definition and scope of digital marketing</li> <li>• Evolution and importance of digital marketing in the business world</li> <li>• Key concepts and terminology in digital marketing</li> <li>• Digital Marketing Strategy</li> <li>• Setting SMART objectives for digital marketing campaigns</li> <li>• Understanding target audience personas and customer journey mapping</li> <li>• Developing integrated digital marketing strategies</li> </ul>	15	25
2	<b>Module II</b> Digital Marketing Channels and Tools: <ul style="list-style-type: none"> <li>• Digital Marketing Channels</li> <li>• Search Engine Optimization (SEO)</li> <li>• Pay-Per-Click (PPC) Advertising</li> <li>• Email Marketing</li> </ul> Search Engine Advertising: <ul style="list-style-type: none"> <li>• Pay for Search Advertisements</li> <li>• Ad Placement, Ad Ranks</li> <li>• Creating Ad Campaigns</li> <li>• Campaign Report Generation</li> </ul> Display marketing: <ul style="list-style-type: none"> <li>• Types of Display Ads</li> <li>• Buying Models: Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA)</li> </ul> Programmatic Advertising	15	25
3	<b>Module III</b> Social Media Marketing & Content Creation <ul style="list-style-type: none"> <li>• Social media platforms and their demographics</li> <li>• Building and managing a social media presence</li> <li>• Strategies for organic and paid social media marketing</li> <li>• Facebook, Instagram, Twitter, LinkedIn, WhatsApp Marketing</li> <li>• Content Creation and Optimization</li> <li>• Creating compelling and engaging content for digital channels</li> </ul>	15	25
4	<b>Module IV</b>	15	25



Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
	Mobile Marketing <ul style="list-style-type: none"> <li>Forms of Mobile Marketing</li> <li>Features, Mobile Campaign Development</li> <li>Mobile Advertising Analytics</li> </ul> Introduction to Web Analytics <ul style="list-style-type: none"> <li>Web metrics</li> <li>Social Media Analysis</li> <li>Google Analytics</li> </ul> Ethical and Legal Considerations in Digital Marketing <ul style="list-style-type: none"> <li>Privacy concerns and data protection regulations</li> <li>Ethical issues in targeting and advertising</li> <li>Maintaining transparency and trust with customers</li> </ul>		
<b>Total</b>		<b>60</b>	<b>100</b>

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy				
Level	Understanding	Analyze	Evaluate	Create
<b>Weightage</b>	25	25	25	25

*NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

Course Outcomes	
<b>At the end of this course, students will be able to:</b>	
CO1	Understand the fundamentals of digital marketing and its role in the modern business landscape.
CO2	Analyze various digital marketing channels and their effectiveness in reaching target audiences.
CO3	Develop digital marketing strategies for various Social Media Platforms & align it with business goals and objectives.
CO4	Evaluate the performance of digital marketing campaigns and optimize for better results.

CO PO Mapping				
CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	2	3	2
PO - 2	2	3	3	3
PO - 3	1	0	2	1
PO - 4	1	2	2	3
PO - 5	0	0	2	2

Reference Books	
1.	<b>Digital Marketing (TextBook)</b> By Seema Gupta   McGraw Hill   3
2.	<b>Digital Marketing for Dummies</b> By Ryan Deiss and Russ Henneberry
3.	<b>Marketing 4.0: – Moving from Traditional to Digital</b> By Philip Kotler   Wiley Publication   Latest Edition

