

# VALUE ADDED COURSE

## Swarnnim School of Computing & IT

Year: 2023-2024

**Subject: Digital Marketing**

**Subject Code: VACDM**

<b>Program:</b>	BCA/B.SC.-IT	<b>Branch:</b>	All
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**Hours:- 30 hrs.**

### Objective:-

- To introduce students to the core concepts of digital marketing and its growing importance in the modern business environment.
- To develop practical skills for planning and implementing digital marketing strategies across various platforms.
- To enable students to utilize digital marketing tools effectively for branding, engagement, and sales generation.

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## Detail Syllabus:-

Sr. No.	Module & Content	Total Hrs
1	<b>Module-1: Introduction to Digital Marketing</b> <ul style="list-style-type: none"> <li>- Overview of Digital Marketing: Definition, Objectives, and Importance.</li> <li>- Comparison between Traditional and Digital Marketing.</li> <li>- Digital Marketing Channels and their roles: Search Engines, Social Media, Email, and Content Marketing.</li> <li>- Digital Marketing Trends and Future Scope.</li> </ul>	06
2	<b>Module-2: Search Engine Optimization (SEO)</b> <ul style="list-style-type: none"> <li>- Introduction to SEO: Importance, Types (On-page and Off-page).</li> <li>- Keyword Research and Analysis: Understanding Search Intent, Tools for Keyword Research.</li> <li>- On-Page Optimization Techniques: Meta Tags, Content Optimization, URL Structuring.</li> <li>- Off-Page Optimization: Backlinks, Link Building Strategies, Guest Posting.</li> <li>- Introduction to Analytics for SEO.</li> </ul>	06
3	<b>Module-3: Social Media Marketing (SMM)</b> <ul style="list-style-type: none"> <li>- Social Media Overview: Types of Platforms (Facebook, Instagram, LinkedIn, Twitter, etc.).</li> <li>- Creating a Social Media Strategy: Content Creation, Posting Strategies, and Engaging with Audience.</li> <li>- Social Media Advertising: Creating Ads, Target Audience, and Budgeting.</li> <li>- Measuring Social Media ROI and Insights: Analytics Tools and Performance Metrics.</li> </ul>	06
4	<b>Module-4: Pay-Per-Click Advertising (PPC) and Google Ads</b> <ul style="list-style-type: none"> <li>- Introduction to PPC: Definition and Platforms (Google Ads, Facebook Ads).</li> <li>- Setting Up Google Ads Campaign: Search vs Display Networks.</li> <li>- Understanding Ad Auctions, Bidding Strategies, and Quality Score.</li> <li>- Creating Effective Ad Copies, and Keywords for PPC Campaigns.</li> <li>- Monitoring and Optimizing PPC Campaigns.</li> </ul>	06
5	<b>Module-5: Content Marketing and Email Marketing</b> <ul style="list-style-type: none"> <li>- Importance of Content in Digital Marketing: Types of Content (Blogs, Videos, Infographics).</li> <li>- Developing a Content Strategy: Audience Research, Content Creation, and Promotion.</li> <li>- Basics of Email Marketing: Building an Email List, Creating Campaigns.</li> </ul>	06

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	- Email Marketing Tools and Best Practices: Personalization, A/B Testing, and Tracking Performance.	
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### Reference Books

1. Chaffey, Dave, and Ellis-Chadwick, Fiona. *Digital Marketing: Strategy, Implementation, and Practice*, 7th Edition, Pearson, 2019.
2. Kotler, Philip, and Armstrong, Gary. *Principles of Marketing*, 17th Edition, Pearson, 2017.
3. Ryan, Damian. *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, 4th Edition, Kogan Page, 2020.



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