

VALUE ADDED COURSE

Swarnim School of Computing & IT

Year: 2023-2024

Subject: Digital Marketing

Subject Code: VACDM

Program:	BCA/B.SC.-IT	Branch:	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	Module-1: Introduction to Digital Marketing - Overview of Digital Marketing: Definition, Objectives, and Importance. - Comparison between Traditional and Digital Marketing. - Digital Marketing Channels and their roles: Search Engines, Social Media, Email, and Content Marketing. - Digital Marketing Trends and Future Scope.	06
2	Module-2: Search Engine Optimization (SEO) - Introduction to SEO: Importance, Types (On-page and Off-page). - Keyword Research and Analysis: Understanding Search Intent, Tools for Keyword Research. - On-Page Optimization Techniques: Meta Tags, Content Optimization, URL Structuring. - Off-Page Optimization: Backlinks, Link Building Strategies, Guest Posting. - Introduction to Analytics for SEO.	06
3	Module-3: Social Media Marketing (SMM) - Social Media Overview: Types of Platforms (Facebook, Instagram, LinkedIn, Twitter, etc.). - Creating a Social Media Strategy: Content Creation, Posting Strategies, and Engaging with Audience. - Social Media Advertising: Creating Ads, Target Audience, and Budgeting. - Measuring Social Media ROI and Insights: Analytics Tools and Performance Metrics.	06
4	Module-4: Pay-Per-Click Advertising (PPC) and Google Ads - Introduction to PPC: Definition and Platforms (Google Ads, Facebook Ads). - Setting Up Google Ads Campaign: Search vs Display Networks. - Understanding Ad Auctions, Bidding Strategies, and Quality Score. - Creating Effective Ad Copies, and Keywords for PPC Campaigns. - Monitoring and Optimizing PPC Campaigns.	06
5	Module-5: Content Marketing and Email Marketing - Importance of Content in Digital Marketing: Types of Content (Blogs, Videos, Infographics). - Developing a Content Strategy: Audience Research, Content Creation, and Promotion. - Basics of Email Marketing: Building an Email List, Creating Campaigns.	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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