

SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)
Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by
NAAC with "A" Grade - 3 J2 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956,
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada
Seetharampuram, W.G. DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Section	Date of commencement of Semester
19BNIX003	Digital Marketing(OE)	V	ALL BRANCHES	5	-	1/10/2021

COURSE OUTCOMES

1	Describe the importance of Digital marketing and its utility in business promotion [K2].
2	Generalize the meaning and usefulness of Content marketing in analyzing the firm's promotional activity. [K2&K3].
3	Comprehend the methodologies, tools and technologies involved in digital marketing [K4&K1].
4	Identify different forms of e-mailmarketing and mobile marketing and analyze their effectiveness in digital marketing strategy. [K1].
5	Evaluate the importance of conversion and working with social media marketing [K5].

UNIT	Outcomes /Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I. INTRODUCTION TO DIGITAL MARKETING						
I	Describe the importance of Digital marketing and its utility in business	1.1	Introduction to Digital Marketing	T1, T2	1	PPT, Video
		1.2	Definition and concepts of Digital marketing	T1, T3	1	
		1.3	History of Digital Marketing	T1	1	



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	promotion [K2].	1.4	Scope and Importance of Digital Marketing	T1, T2	1	
		1.5	Traditional marketing versus Digital marketing	T1, T3	1	
		1.6	Types of digital marketing	T1, T3	1	
		1.7	Digital Marketing mix	T1, T3	1	
		1.8	Marketing mix and its Implications for digital marketing	T1, T2	1	
		1.9	Challenges for digital marketing	T1, T2	1	
		1.10	Opportunities for digital marketing	T1, T2	1	
		Total				
2. CONTENT MARKETING						
II	Comprehend the methodologies, tools and technologies involved in digital marketing [K4 & K1].	2.1	Introduction to Content marketing	T1, R1	1	Chalk & Talk PPT
		2.2	Content creation Framework	T2, R1	1	
		2.3	Content marketing strategies	T1, R1	1	
		2.4	Content marketing planning	T1, R1	1	
		2.5	Types of Content marketing	T2, R1	1	
		2.6	Measuring Your Content	T1, R1	1	
		2.7	Analyzing Your Content	T2, R1	1	
		2.8	Viral Marketing	T1, R1	1	
		2.9	Blog Marketing	T3, R1	1	
TOTAL					9	
3. SEARCH ENGINE OPTIMIZATION (SEO)						
III	Comprehend the	3.1	Introduction to Search Engine Optimization	T1, T3	1	PPT, Video, Flipped classroom
		3.2	SEO concepts	T1, T3	1	
		3.3	SEO Scope and Importance	T3	1	
		3.4	SEO Growth in recent years	T3	1	



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	methodologies, tools and technologies involved in digital marketing [K4 & K1].	3.5	Ecosystem of a search Engine	T1, T3	1	
		3.6	Kinds of traffic	T1, T3	1	
		3.7	Keyword Research	T1, T3	1	
		3.8	Keyword Research & Analysis	T1, T3	1	
		3.9	Keyword Research & Analysis (Free and Paid tool & Extension)	T1, T3	1	
		3.10	Recent Google Updates	T3	1	
Total					10	
4.EMAIL AND MOBILE MARKETING						
IV	Identify different forms of e-mail marketing and mobile marketing and analyze their effectiveness in digital marketing strategy. [K1].	4.1	Introduction to Email Marketing	T2, R2	1	Chalk & Talk, PPT, Video
		4.2	Concepts of Email marketing	T3, R2	1	
		4.3	Process of Email marketing	T1, R2	1	
		4.4	Design of Email marketing	T1, R2	1	
		4.5	Content and Email marketing metrics	T1, R2	1	
		4.6	Introduction to Mobile marketing	T1, R2	1	
		4.7	Concepts of mobile marketing	T1, R2	1	
		4.8	Scope of mobile marketing	T2, R2	1	
		4.9	Process of mobile marketing	T1, R2	1	
		4.10	Tools of mobile marketing	T3, R2	1	
		4.11	Opportunities and challenges	T2, R2	1	
Total					11	
5.SOCIAL MEDIA MARKETING						
V	Evaluate the importance of conversion and working with social media marketing [K5].	5.1	Introduction to Social media marketing	T1, R2	1	PPT (Active Learning & Activity)
		5.2	Concepts of Social media marketing	T1, R2	1	
		5.3	Process of Social media marketing	T1, R2	1	
		5.4	Tools- Google and its strategies	T1, R2	1	
		5.5	Tools-the Search Engine	T1, R2	1	



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	5.6	Tools- Facebook and its strategies	T2, R2	1
	5.7	Tools- Twitter and its strategies	T2, R2	1
	5.8	Tools- YouTube and its strategies	T2, R2	1
	5.9	Tools- LinkedIn and its strategies	T2, R2	1
	5.11	Issues: Credibility, Fake News, Paid Influencers	T1, R2	1
	5.12	Social media and Hate/ Phobic campaigns	T1, R2	1
Total				11

CUMULATIVE PROPOSED PERIODS 51

Text Books:

S.No. AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION

T1	Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Pearson Education Publications, 2 nd edition 2019
T2	Seema Gupta, "Digital Marketing", McGraw Hill Publications", 2 nd edition 2020
T3	Ryan Deiss, Russ Henneberry, "Digital Marketing For Dummies", Wiley Publications, 2020

Reference Books:

S.No. AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION

R1	Joe Pulizzi, "Epic Content Marketing", McGraw Hill Education, 2019
R2	Puneet Singh Bhatia, "Social Media & Mobile Marketing", Wiley Publications, 2019

Web Details

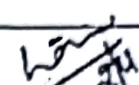

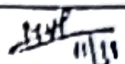
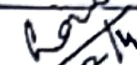
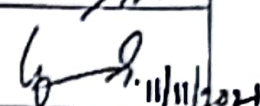
https://onlinecourses.swayam2.ac.in/eee19_img23/preview

<https://www.infidigit.com/blog/what-is-digital-marketing/>



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		Name	Signature with Date
i.	Faculty	Mrs. O.V.A.M. Sri Devi	
ii.	Faculty	Mr. CH Praveen	
iii.	Course Coordinator	M.V. Prasanthi	
iv.	Module Coordinator	O.V.A.M. Sri Devi	
v.	Programme Coordinator	Dr. G. Grace	 11/11/2024


Principal