



SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY (AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade - 3.32 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
19BMX003	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
1.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	
V	Evaluate the importance of conversion and working with social media marketing [K5].	5.SOCIAL MEDIA MARKETING				PPT (Active Learning & Activity)
		5.1	Introduction to Social media marketing	T1, R2	1	
		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

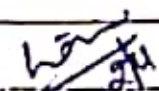
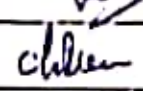
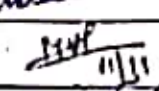
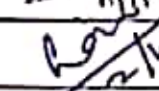
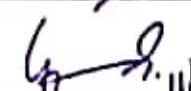
https://onlinecourses.swayam2.ac.in/ccc19_mg23/preview

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



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		Name	Signature with Date
i.	Faculty	Mrs.O.V.A.M.Sridevi	 2/11
ii.	Faculty	Mr. CH Praveen	 Chh
iii.	Course Coordinator	M.V.Prasanthi	 11/11
iv.	Module Coordinator	O.V.A.M.Sridevi	 2/11
v.	Programme Coordinator	Dr. G.Grace	 11/11/2021


Principal