



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

DEPARTMENT OF COMMERCE

VALUE ADDED COURSE – SYLLABUS


20VCMDM– DIGITAL MARKETING

Course Objective: To enable the students to understand about business management and marketing in particular, use online business concepts and plan about online marketing, execute the plan and evaluate it.

PAPER –1 DIGITAL MARKETING STRATEGIES

UNIT I	Introduction	4 Hours
Digital Marketing: Introduction – Definition – Features – 3i Principles: Initiate, Iterate, Integrate - Benefits of digital marketing.		
UNIT II	Search Engine Optimization	4 Hours
Search Engine Optimization: Introduction to Search Engines Result Positioning – Search Behavior – On page optimization-Off Page Optimization.		
UNIT III	Pay Per Click	4 Hours
Pay per click: Goals – Setup –Goals, cost, quality of SEO –setup account for Google add words and Campaign-Navigating SEO.		
UNIT IV	Digital Display Advertising	4 Hours
Digital display advertising: Definition – Formal advertising –Informal advertising-An Industry overview (Offline and Online)-format – Configure –benefits and challenges of display advertising.		
UNIT V	E-mail Marketing	4 Hours
E-mail marketing: Data –Process –subscriber management-(offline and online) –customer life cycle- Interaction process – ESPs – Reporting and analysis.		
		Total Hours 20 Hours




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PAPER –2 DIGITAL MARKETING CAMPAIGN

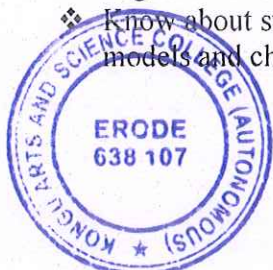
UNIT I	Introduction	4 Hours
Social Media Marketing: Introduction -Benefits – Media types –stakeholders of SMM-channels (Face book, Twitter, Linked In, Google+, You tube, Blogs)		
UNIT II	Social Media Marketing	4 Hours
Social Media Marketing: Usage of Social Media Marketing- additional platforms: Twitter, Instagram, pinterest, snap chat –Advertizing and Analytics		
UNIT III	Mobile Marketing	4 Hours
Mobile Marketing- Mobile industry- opportunities – challenges – mobile optimized websites-App development – proximity marketing – SMS marketing –mobile analytics- emerging and current trends.		
UNIT IV	Google Analytics	4 Hours
Google analytics :concepts – terms –overview –monitor-Audience overview –behaviour-Acquisition –Attribution –Customization-KPIs.		
UNIT V	Digital Market Plan	4 Hours
Strategy and planning: Digital market plan-structure –approach –situation analysis –Information gathering-Multiscreening – Objectives – Budget.		
Total Hours		20 Hours


Reference Books:

1. Ian Dodson, "The Art of Digital Marketing", Wiley India Pvt Ltd, 2016.
2. Damian Ryan, "Understanding Digital Marketing", Kogan Page Ltd(USA), 2017.
3. Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Kindle Edition, 2017.

On Completion of this course the students will be able to

- ❖ Know Digital Marketing Communication campaign and the evolution of digital marketing online activities
- ❖ Digital Marketing tools as a basic level
- ❖ Know about structure of Digital Marketing, Opportunities, applications, and business models and challenges.




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