



KONGU ARTS AND SCIENCE COLLEGE

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

ERODE – 638 107

DEPARTMENT OF TRAINING AND PLACEMENT CELL

VALUE ADDED COURSE – SYLLABUS

21VPCDM – ASSOCIATE DIGITAL MARKETING IN BPM (INFOSYS)

Course Objective: The Associate Digital Marketing in BPM program has been developed with an objective to train students in digital marketing skills, which will help them to start a new business project in digital promotion. This program will help the students to know the digital marketing strategy used in digital marketing industry.

UNIT I	DIGITAL MARKETING	4 Hours
<p>What is Digital? - Introduction to Digital Marketing - History and Evolution of Digital Marketing - Why Digital Marketing instead of Traditional Marketing - Trends of Digital Marketing - Benefits of Digital Marketing - Categories of Digital Marketing.</p> <p>What is marketing? – What are the characteristics of a digital mindset? Digital Disruption – Digital Disruption Examples - Examples of Disruptive Technology – Difference between Traditional & Digital Marketing Channels - 6 Keys to a Successful Digital Transformation Strategy – Role of digital marketing to a company.</p>		
UNIT II	HISTORY AND EVOLUTION OF DIGITAL MARKETING	4 Hours
<p>Digital marketing vs Traditional marketing, Traditional Media – Digital Media - Traditional marketing: Pros and Cons - Digital marketing: Pros and Cons - Media Types (List) - Assets of Digital Marketing – Websites – Portals – Microsites – Applications - Discussion Forums - Social Sites – Portals - Types of portals.</p>		
UNIT III	ONLINE MARKETING	12 Hours
<p>Online Marketing-Introduction, Features, Types of Online Marketing, Search Engine Optimization – Types – Key words, Search Media Marketing – Strategy - Search Engine Marketing, Pay-Per-Click advertising - Display advertising – Forms of Display ads.</p>		
UNIT IV	E-MAIL MARKETING	13 Hours
<p>E-Mail Marketing - History of E-Mail - Human's, Marketer's and Shopper's Perspective - The McKinsey 4P's - Today's E-Mail Marketing Challenges - Why E-mail Marketing? - The Importance of E-mail Marketing, Content Marketing – Strategy - Benefits of Content Marketing Content life cycle- Sales funnel – Creating Sales funnel, Affiliate Marketing – Types – Strategy Offline Marketing – Features, Objectives, Types of Offline Marketing – Enhanced Offline Marketing.</p>		



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Growing Your Email List - Choosing an Email Marketing Service - Email List Segmentation Advertisement – Types- Merits and Demerits, Improving Your Email Open Rates - Automating Your Email Marketing with Auto responders - E-Mail Marketing Trends		
UNIT V	MOBILE & FACEBOOK MARKETING	7 Hours
<p>What Is Mobile Marketing? - Why the Mobile Phone? - How Does Mobile Marketing Work? Mobile Marketing Strategy - Types of Mobile Marketing Strategies - Benefits of Mobile Marketing, Sales Promotion – Publicity –Public Relation, Mobile Marketing Tools - Mobile Marketing Campaign - Services on Mobile Marketing - Mobile Marketing Trends - Mobile Marketing Best Practices, Electronic Bill Boards – Digital Product Demos, Samples.</p> <p>How to Set Up a Facebook Business Page - How to Get Facebook Likes and Fans - Face book Post Types, How to Create a Facebook Marketing Strategy - Tracking and Measuring Results with Facebook Analytics - How to Advertise on Facebook</p>		
		Total Hours 40 Hours

Course Material

1. Introduction to Digital by Infosys.

Course Outcome: On Completion of this course the students will be able to

- Gain knowledge about digital marketing techniques and concepts used in digital marketing industry.
- Apply for entry-level job opportunities in digital marketing industry.
- Obtain a learning experience of essential digital marketing skills, including SEO, SEM, social media, display ads, email marketing, mobile and facebook marketing.



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