

Savitribai Phule Pune University

Fourth Year of E & Tc Engineering (2019 Course)

404192 (D): Digital Marketing (Elective - VI)

Examination Scheme:	Credit	Examination Scheme:
Theory: 03 Hrs. / Week	03	In-Sem: 30 Marks End Sem: 70 Marks

Prerequisite Courses, if any:

Companion Course, if any:

1. Digital Business Management

Course Objectives:

1. To understand digital marketing & process of website design.
2. To identify the keywords for a website & understand the SEO.
3. To study the various Digital Marketing Tools.
4. To learn the use of social media websites for Digital Marketing.
5. To be conversant with Linked In platform.
6. To know the recent trends in Digital Marketing.

Course Outcomes: On completion of the course, learner will be able to

CO1: Design websites using free tools like Wordpress and explore it for digital marketing.

CO2: Apply various keywords for a website & to perform SEO.

CO3: Understand the various SEM Tools and implement the Digital Marketing Tools.

CO4: Illustrate the use of Facebook, Instagram and Youtube for Digital Marketing in real life.

CO5: Use Linked in platform for various campaigning.

CO6: Understand the importance of recent trends in digital marketing.

Course Contents

Unit I	Digital Marketing Planning and Structure	7 Hrs.
Importance of Digital Marketing, Digital Marketing Vs. Traditional Marketing, Inbound vs Outbound Marketing, Understanding Demographics. WWW, Buying a Domain, Core Objective of Website and Flow, One Page Website, Strategic Design of Products & Services Page, Strategic Design of Landing Page, Segmentation & Targeting and Positioning to Digital Marketing, Portfolio, Gallery and Contact Us Page, Google Analytics Tracking Code, Designing Wordpress Website. Mobile Friendly Website, Payment Gateway like UPI, e-Commerce		
Mapping of Course Outcomes for Unit I	CO1: Design websites using free tools like Wordpress and explore it for digital marketing.	
Unit II	Search Engine Optimization (SEO)	7 Hrs.
Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, Website SEO Auditing, Web Analytics: Data and Traffic Analysis. Study and analyze the Competitor's Website and their traffic sources.		
Mapping of Course Outcomes for Unit II	CO2: Apply various keywords for a website & to perform SEO.	

Unit III	Search Engine Marketing	7 Hrs.
<p>Importance of Adwords, Google Ad Types, PPC Cost Formula, Ad Page Rank, Billing and Payments, Adwords User Interface, Keyword Planner, Creating Ad Campaigns, Creating Text Ads, Creating Ad Groups, Search Engine Marketing (SEM) Tools, Bidding Strategy for CPC, Case Studies. Conversion Tracking Code, Designing Image Ads, Creating Video Ads, Youtube Video Promotion, Hi-Jack Competitor's Video Audience, Case Studies. Remarketing Strategies, Remarketing Tracking Code, Website or Blog Linking Google Analytics, Designing Remarketing Images, Shared Budget, Mobile Advertising.</p>		
Mapping of Course Outcomes for Unit III	CO3: Understand the various SEM Tools and implement the Digital Marketing Tools.	
Unit IV	Social Media Marketing (SMM) Part 1	8 Hrs.
<p>B to C Perspective, B to B Perspective: Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Facebook & Instagram Marketing: Understanding of Facebook Marketing, Types of Facebook Advertising, Creating first ad on Facebook, Setting Campaign and optimization, Facebook Power Editor, Facebook Video Marketing, Facebook App & Shopping Marketing Youtube Marketing: YouTube Account Setup (Create a business account with a personal account), YouTube Monetization, YouTube Ads, YouTube Analytics.</p>		
Mapping of Course Outcomes for Unit IV	CO4: Illustrate the use of Facebook, Instagram and Youtube for Digital Marketing in real life.	
Unit V	Social Media Marketing (SMM) Part 2	8 Hrs.
<p>LinkedIn Advertising: How to use LinkedIn Professionally, Types of LinkedIn Advertising, LinkedIn New feed Advertising, LinkedIn Message Pitching, Traffic and Leads Generation, Billing and Report. Email Marketing: Email Software and Tools, Importing Email Lists, Planning Email Campaign, Email Templates and Designs, Sending HTML Email Campaigns, Web Forms Lead Importing, Integrating Landing Page Forms, Campaign Reports and Insights, Segmentation Strategy, Responder Tracker</p>		
Mapping of Course Outcomes for Unit V	CO5: Use Linked in platform for various campaigning.	
Unit VI	Upcoming Trends in Digital Marketing	6 Hrs.
<p>Podcast, OTT Platforms, Mob-Ad, No Click Searches, Google Verified Listing, Voice Search, Visual Search, Online Reviews, Automated and Smart Bidding, Chatbots, Affiliate Marketing</p>		
Mapping of Course Outcomes for Unit VI	CO6: Understand the importance of recent trends in digital marketing.	

Learning Resources

Text Books:

1. Cory Rabazinsky, “Google-Ad words for Beginners: A Do-It-Yourself Guide to PPC Advertising”
2. Ian Brodie, “Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing”
3. Jan Zimmerman and Deborah, “Social Media Marketing All-In-One for Dummies”
4. Dave Chaffey, Fiona Ellis-Chadwick, Kevin Johnston, Richard Mayer, “Internet Marketing”, Pearson Education.
5. Oliver J Rich, “Digital Marketing”
6. Gerry T. Warner and Joe Wilson Schaefer “Online Marketing”

Reference Books:

1. Prof. Seema Gupta, “Digital Marketing”, Mcgraw Hill Publications.
2. Judy Strauss, Adel Ansary, Raymond Frost, Prentice Hall, “E- Marketing”
3. Dr. Andy Williams , “WordPress for Beginners 2020: A Visual Step-by-Step Guide to Mastering WordPress”
4. Cecilia Figueroa, “Introduction To Digital Marketing 101”, BPB Publications.

MOOCs / NPTEL:

1. Digital Tools Certification- By Google

Link of the Course: <https://skillshop.exceedlms.com/student/catalog>

2. Swayam Certification course on, “**Digital Marketing**”, by Dr. Tejindarpal Singh Panjab University Chandigarh

Link of the Course: https://swayam.gov.in/nd2_ugc19_hs26/preview