



ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Reaccredited 'A+' Grade by NAAC(CGPA:3.68/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Science

BBA/BCA/BA/B.Sc./B. Com

III Semester

Paper-Vocational

Digital Marketing

Course Outcomes

| CO. No. | Course Outcomes | Cognitive Level |
|---------|--|-------------------|
| CO 1 | Understand digital marketing, its importance, the meaning of website and levels of the website, and the difference between blog, portal & website. | U |
| CO 2 | Understand the workings of SEO (search engine optimization) on-page optimization, off off-page optimization, and will learn to prepare reports. | K,U, Apply |
| CO 3 | Learn about SMO (social media optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and other social media services optimization. | U,K |
| CO 4 | Understand paid tools like Google ad words, and display advertising techniques. | U, Apply |
| CO 5 | Learn and apply hands on experience on tools useful to SEO for analysis on website traffic, keyword analysis and learn email marketing and ad designing. | U, Analyze, Apply |

Credit and Marking Scheme

| | Credits | Marks | | Total Marks |
|------------------|----------|----------|----------|-------------|
| | | Internal | External | |
| Theory | 2 | 40 | 60 | 100 |
| Practical | 2 | 40 | 60 | 100 |
| Total | 4 | | | 200 |

Evaluation Scheme

| | Marks | |
|------------------|---|--|
| | Internal | External |
| Theory | 3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken) | 1 External Exams (At the End of Semester) |
| Practical | 3 Internal Exams (During the Semester) (Best 2 will be taken) | 1 External Exams (At the End of Semester) |



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Content of the Course

Theory

No. of Lectures (in hours per week): 2 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

| Units | Topics | No. of Lectures |
|-------|--|-----------------|
| I | Meaning of Digital Marketing, Differences from Traditional Marketing, Return on Investments in Digital Marketing vs. Traditional Marketing, E-Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation. Keywords: Titles, Meta Tags | 20 |
| II | Search Engine Optimization (SEO) : On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns. Social Media Optimization (SMO) Introduction to Social Media Marketing, Advanced Facebook Marketing, WordPress Blog Creation, Twitter Marketing, LinkedIn Marketing, Instagram Marketing, Social media Analytical Tools. Keywords: Google, Word press, FB, LinkedIn, Instagram, Analytics, SMO, Verbal Communication, Non- Verbal Communication, Intra personal and Interpersonal communication. | 20 |
| III | Search Engine Marketing: Meaning and Use of Search Engine Marketing, Tools used- Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation Website Traffic Analysis, Affiliate Marketing, and Ad Designing : Google Analytics, Online Reputation Management, E-mail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing. Keywords: PPC, Google Ad words, Reports, SEM, Google Analytics, Ad Design, Social Media, Affiliate | 20 |



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References

Text Books:

- Ahuja Vandana Digital Marketing. Oxford University Press (2016) ISBN: 9780199455447
- Sainy Romi, Nargundkar Rajendra Digital Marketing: Cases From India, Nationmaz Press (2018) ISBN 9781644291931, 1644291932

Web links :

- <https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-toan12>
- <https://www.theweb-guys.com/digital-marketing/>

Suggested equivalent Online Courses:

- <https://onlinecourses.swayam2.ac.in>

List of Practical

1. Design SEO to improve the page rank of our college
1. Monitor the traffic of your website using Google Analytics.
2. Using search engine submission improves online recognition and visibility of websites
3. Designing a blog
4. Use of cross-linking.
5. On/Off optimization of the website
6. Design the Back Link and outbound link of website
7. Web Development Audio Video Production,
8. Digital Content Creation, Product & Sales review analysis
9. Design a promotional banner of your business on Word and post it on any social media platform.
10. Design a PowerPoint presentation for the product promotion on any product.

