



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Bachelor of Business Administration
Semester: 6
Subject Name: Digital Marketing
Subject Code: 1560108

Rationale:

In today's digitally-driven world, the significance of online presence and engagement cannot be overstated. Digital marketing serves as the cornerstone for businesses aiming to thrive in the digital landscape. Its primary objective is to connect with target audiences, build brand awareness, drive traffic, and ultimately generate leads and conversions. Unlike traditional marketing channels, digital marketing offers unprecedented levels of reach, targeting, and measurability, making it a vital tool for businesses of all sizes.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
3	0	0	3	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To remember the fundamentals of digital marketing
CO2	To understand the core principles of digital marketing and different models for digital strategy development and planning
CO3	To apply and develop comprehensive digital marketing plans tailored to specific business objectives, incorporating various digital channels and tactics.
CO4	To analyze the effectiveness of digital marketing campaigns by analyzing key metrics and performance indicators, and make data-driven decisions to optimize future strategies.

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Introduction to Digital Marketing Introduction, origin of digital marketing, traditional marketing vs digital marketing, Importance of digital marketing strategies over traditional marketing strategies, digital marketing plan, types of digital markets, ethical and legal framework of digital marketing,	10	15
2	Digital Strategy Development & Planning - The consumer decision journey, marketing funnel, AIDA model, role of digital marketing, digital marketing best practices at each stage, pirate model, the POEM framework, online marketing mix. Online Consumer Behavior - Behavior Targeting v/s Contextual Targeting, cultural implications of key web characteristics, social and ethical issues, CRM, web 2.0 and marketing	10	15



3	Social Media Marketing • Introduction to social media platforms • History of social media marketing • What is Social Media? • Relationship building Through Social Media • Importance of Content in Social media marketing • Various social media platforms : Facebook marketing, Instagram marketing, LinkedIn marketing, Twitter(X) marketing	12	20
4	Basics of Search & Search Engine • Understanding Search Searching Habits – Then & Now • How Search Engines Work? • Search engine updates Introduction to Search Engine Optimization (SEO) and Search Engine Marketing (SEM) • SEO and its importance • Search Engines Planning for SEO • Introduction and need for SEO • How to use internet & search engines • Search engine and its working pattern • On-page and off-page optimization, SEO Tactic • Understanding Search Engine Marketing(SEM), search ads, display advertising.	13	20
Total		45	70

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	15	07	07	00	00	00	00	14
II	Module-2	15	07	07	00	00	00	00	14
III	Module-3	20	00	05	08	08	00	00	21
IV	Module-4	20	00	04	07	10	00	00	21
	Total	45	11	20	27	12	00	00	70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA): (50 Marks)



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Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
- Students have to work on creating a social media calendar or running any live campaign for SEO, SEM, or social media. - The student(s) should work on creating the campaign, running the campaign, and presenting the results of the campaign in terms of lead generation, sales, and/or awareness campaigns.	30 Marks
Assignment / Quiz	10 Marks
Class presence and participation	10 Marks

Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN	Year of Publication / Edition
1	Digital Marketing	Seema Gupta	Mc-Graw Hill	Latest Edition
2	The Art of Digital Marketing	Ian Dodson	Wiley	Latest Edition
3	Digital Marketing	Vandana Ahuja	Oxford University Press	Latest Edition
4	Digital Marketing	Satinder Kumar, Supreet Kaur	Taxmann's	Latest Edition
5	Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson	Latest Edition
6	Digital Social Media Marketing	Prof. Nitin C. Kamat, Mr. Chinmay Nitin Kamat	Himalaya Publishing	Latest Edition

List of Journals/ Magazines/ Periodicals/ Newspapers/ e-resources, etc.

- Journal of Digital and Social Media Marketing
- Journal of Direct, Data and Digital Marketing Practice
- <https://learndigital.withgoogle.com/digitalunlocked/>
- <https://digitalskills.fb.com/en-in/>
- <https://www.hubspot.com/digital-marketing>
- <http://www.afaqs.com/>
- <https://www.linkedin.com/learning/>