



FIRST-YEAR DIPLOMA ENGINEERING SYLLABUS

Semester: 4th

Course Code: 002205404

Type of Course: PCC-LC-10

Course Name: Digital Marketing

Course Prerequisites: Basic knowledge of digital marketing

COURSE OBJECTIVE(S):

An exponential growth in the internet and mobile phone users during recent times has opened a wide range of communication opportunities for individuals and organizations. Today, individuals and organizations have started using the internet and digital media as their main marketing strategy in the form of digital marketing. In today's world, everyone is connected in a digital way. Digital Marketing enables us to utilize the capabilities of every online platform in the best possible way. Therefore, there is a need to understand the essentials of Digital Marketing and to inculcate the skills of digital marketing among students.

This course provides a detailed understanding of the basics of Digital Marketing concepts, digital marketing platforms, search engine optimization, web analytics, and social media tools and marketing, email marketing, etc. This course will sensitize students to formulate digital marketing strategies and use appropriate tools in an integrated manner. The students will also learn to measure the effectiveness of their digital campaigns using various analytical tools.

TEACHING & EXAMINATION SCHEME:

Teaching Scheme (Hrs/Week)				Examination Scheme				
Theory	Tutorial	Practical	Credit	SEE		CA		
				Th	Pr	MSE	PLE	LA
00	0	4	2	00	25	00	00	25
				Total				
				50				

SEE: Semester End Examination; CA: Continuous Assessment; Th: Theory; Pr: Practical; MSE: Mid Semester Examination; PLE: Participatory Learning Experience; LA: Laboratory Assessment

TOTAL Practical Hours: No. of Practical Hrs/Week*15 = 60

LIST OF PRACTICALS: (sample for 2 hrs/week)*15 weeks

Sr. No.	Content	Unit No.	Time Duration
1	Prepare Report on P.O.E.M. frame work and its benefits in digital marketing.	I	02
2	Analyze Amazon, Flipkart, Snapdeal, or any three e-commerce sites for the following: (i) Do a comparative analysis of their product offerings (ii) Do a comparative analysis of their landing pages (iii) Do a comparative analysis of their call to action (CTA) (iv) Do a comparative analysis of web site loading and website navigation	II	04



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3	Pick up the website name of any two top TV brands you like and conduct an SEO audit (with any of the free available audit sites) on key On-Page and Off-Page impact parameters. Prepare a report on your key observations.	II	04
4	Use Google Analytics to analyze website performance.	III	04
5	Create a Facebook ad campaign and analyze the performance of your Facebook ad accounts and campaigns with Ads Report. (https://adsreport.agorapulse.com/home)	IV	04
6	Designing for graphics, ads, covers and posts for social networks using Canva tool.	IV	04
7	Create a proxy YouTube ad and measure the success using YouTube Analytics.	IV	04
8	Design a mail marketing campaign to reactivate for gym membership/ Library and measure the effectiveness of this campaign.	V	04
9	Optimize your Google Ad campaign results with the use of the Google Analytics tool, proper keyword selections, Ad groups, and bid adjustments.	V	04
Total			60

Text Book(s):

Title of the Book	Author(s)	Publication
Digital marketing	Puneet Singh Bhatia	Pearson 2 nd Edition

Reference Book(s):

Title of the Book	Author(s)	Publication
Digital Marketing	Seema Gupta	McGraw Hill, 3rd Edition 935532040X-9789355320407 Published: August 5, 2022
Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson 2 nd Edition- 2019
Understanding digital marketing strategies for online success	Dishek J. Mankad	BPB Publications (August 26, 2019)
E -Marketing : The Essential Guide to Marketing in a Digital World	Rob Stokes	ISBN 13: 9780620565158, Publisher: Red & Yellow
Practical Web Analytics for User Experience : How Analytics Can Help You Understand Your Users	Michael Beasley	Morgan Kaufmann; 1 st edition (2013) ISBN: 978-0124046191



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Web Material Link(s):

- https://learndigital.withgoogle.com/digitalgarage/courses?category=digital_marketing
b) https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview
c) https://onlinecourses.swayam2.ac.in/cec23_mg08/preview
d) <https://digitalagencynetwork.com/work/case-studies/>
e) <https://www.digitalvidya.com/blog/google-analytics-case-studies/> (For web analytics)
f) <https://www.facebook.com/business/learn/courses>
g) <https://www.javatpoint.com/seo-tutorial>
h) <https://www.pageonepower.com/search-glossary/seo-search-ranking>

Equivalent/Corresponding Course on NPTEL (SWAYAM):

NPTEL course on

https://onlinecourses.nptel.ac.in/noc21_cs02/preview

<https://nptel.ac.in/courses/106/105/106105151/>

PRACTICAL EVALUATION:

Sr. No.	Activity	Marks	Weightage
1	Semester End Examination (External Practical)	30	60%
2	Continuous Assessment Practical (CAP)	20	40%
	Semester End Examination (External Practical)		
1(a)	Lab Experiment/Exercise		30%
1(b)	Viva-voce		20%
1(c)	Certified Record		10%
	Continuous Assessment Practical (CAP)		
2(a)	Day to day Laboratory Work & Attendance		15%
2(b)	Submission of Laboratory Work/Journal		10%
2(c)	Exam		15%

* For 4 Credit Subjects

1 Credit = 25 Marks

Theory: 3 Credits = 75 Marks

Practicals: 1 Credit = 25 Marks

SEE Evaluation will be of 100 marks and converted to 50 Marks (75 Th + 25 Pr)

CA Evaluation will be of 100 Marks and converted to 50 Marks. (75 Th + 25 Pr)

Distribution of Marks for Theory Evaluation as per Bloom's Taxonomy Level:



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Level	Remember	Understand	Apply	Analyse	Evaluate	Create
% Weightage	12%	28%	30%	-	-	-

COURSE OUTCOMES:

CO-1	Explain the role of digital marketing in the rapidly changing digital landscape.
CO-2	Apply Search Engine Optimization techniques in digital marketing.
CO-3	Use website analytics to improve the effectiveness of advertisement and conversion rate.
CO-4	Create Digital Marketing Campaigns using various social media marketing Platforms and measure their effectiveness.
CO-5	Apply Search engine marketing techniques for creating effective advertising campaigns.