

# Institute for Excellence in Higher Education (IEHE), Bhopal

## Faculty of commerce

### Structure for UGC Programme: UGC CBCS system for autonomous college (as per ordinance 14-A)

#### Under 4 yrs. CBCS Course of B.com (Honours/Research)

[Syllabus Template: SEC(F) / SEC(V)]

| PART-A: INTRODUCTION                                                       |                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                      |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------|
| Program: UG                                                                |                                                                             | Class: B.Com. Honours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Semester: IV | Session: wef 2021-22 |
| Subject: COMMERCE                                                          |                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                      |
| 1.                                                                         | Course Code                                                                 | .SEC-491(A)... (To be filled by Exam Cell)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                      |
| 2.                                                                         | Course Title                                                                | DIGITAL MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                      |
| 3.                                                                         | Course Type (Core Course / Discipline Specific Elective / Generic Elective) | VOCATIONAL                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                      |
| 4.                                                                         | Pre-Requisite (if any)                                                      | Open for all                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                      |
| 5.                                                                         | Course Learning Outcomes (CLO)                                              | After completing this course student will be able to: <ul style="list-style-type: none"><li>• Understand digital marketing, importance thereof, meaning of web site and levels of web site, Difference between blog, portal &amp; website.</li><li>• Understand the working of SEO (Search engine Optimization) On page optimization, off page optimization, and will learn to prepare reports</li><li>• Learn about SMO (Social Media Optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and other social media services optimization</li><li>• Understand paid tools like Google AdWords, Display advertising techniques</li><li>• 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</li></ul> |              |                      |
| 6.                                                                         | Credit Value                                                                | 4 (L)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                      |
| PART-B: CONTENT OF THE COURSE                                              |                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                      |
| Total No. of Lectures +Tutorials (in hours per week): ): L-1 Hrs / P-1 Hrs |                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                      |
| Total No. of Lectures: L-30hrs / P-30hrs                                   |                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                      |
| Module                                                                     | Topics                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              | No. of Lectures      |

Date of BOS: .....

Subject: .....

Signature of the Chairman (BOS):

Name: .....

|                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| I                | <b>Introduction to Digital Marketing</b><br><br>Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on 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<br><br><i>Keywords: Titles, Metatags</i>            | 10 |
| II               | <b>Search Engine Optimization (SEO)</b><br><br>On page optimization techniques, off page optimization techniques, preparing reports, creating search campaigns, Creating Display Campaigns.<br><br><i>Keywords: Verbal Communication, Non- Verbal Communication, Intra personal and Inter personal communication.</i>                                                                                                                                                                            | 10 |
| III              | <b>Social Media Optimization (SMO)</b><br><br>Introduction to social media marketing, advanced Facebook marketing, WordPress Blog creation, Twitter marketing, LinkedIn Marketing, Instagram Marketing, Social Media Analytical Tools<br><br><i>Keywords: Google, WordPress, FB, LinkedIn, Instagram, Analytics, SMO</i>                                                                                                                                                                         | 10 |
| IV               | <b>Search Engine Marketing</b><br><br>Meaning and use of Search Engine Marketing, Tools used – Pay Per Click, Google AdWords, Display Advertising Techniques, Report Generation<br><br><i>Keywords: PPC, Google AdWords, Reports, SEM,</i>                                                                                                                                                                                                                                                       | 10 |
| V                | <b>Website Traffic Analysis, Affiliate Marketing and Ad Designing</b><br><br>Google Analytics, Online Reputation Management, E Mail Marketing, Affiliate Marketing, Understanding AdWords Algorithm, Advertisement Designing.<br><br><i>Keywords: Google Analytics, Ad Design, Social Media, Affiliate</i>                                                                                                                                                                                       | 10 |
| <b>PRACTICAL</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
|                  | <ul style="list-style-type: none"> <li>• Design SEO to Improve Page Rank of Our College.</li> <li>• Monitor Traffic of Your Website Using Google Analytics</li> <li>• Using Search Engine Submission Improves Online Recognition and Visibility of Websites.</li> <li>• Designing A Blog.</li> <li>• Use of Cross Linking</li> <li>• On/Off Optimizing of the Websites.</li> <li>• Design Back Link and Outbound Link of Website.</li> <li>• Web Development, Audio Video Production.</li> </ul> | 30 |

Date of BOS: .....

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- Digital Content Creation, Product And Sales Review Analysis.

### PART-C: LEARNING RESOURCES

#### Textbooks, Reference Books, Other Resources

#### Suggested Readings:

##### Textbooks:

1. Ahuja Vandana (2016) Digital Marketing. Oxford University Press ISBN: 9780199455447,
2. Sainy Romi, Nargundkar Rajendra (2018) Digital Marketing: Cases from India, Notion Press ISBN 9781644291931, 1644291932

##### *Suggestive digital platform web links*

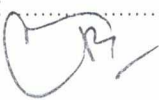
<https://www.wordstream.com/link-building#:~:text=Building%20links%20is%20one%20of,buid%20links%20to%20your%20site.>  
<https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/>  
<https://digitalmarketingphilippines.com/8-strategic-steps-to-natural-link-building/>  
<https://www.the-web-guys.com/digital-marketing/>

##### *Suggested equivalent online courses*

NPTEL Course: <https://nptel.ac.in/courses/110/105/110105142/>

SWAYAM Course: [https://onlinecourses.swayam2.ac.in/cec19\\_mg23/preview](https://onlinecourses.swayam2.ac.in/cec19_mg23/preview)  
[https://onlinecourses.swayam2.ac.in/ugc19\\_hs26/preview](https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview)

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