Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management
Choice Based Credit System (CBCS) in Light of NEP-2020

GENERIC ELECTIVE (ODD SEMESTER)

GPMGT101 DIGITAL MARKETING

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*	L	T	P	CREDITS
GPMGT101	GE	DIGITAL MARKETING	60	20	20	-	-	3	-	-	3

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit; **GE** – General Elective
*Teacher Assessment shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective
This course aims to impart an in-depth perspective into digital marketingand to delve in detail into the specifics of digital marketing for prepare students for the fast-paced world.

Examination Scheme
The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes
1. Develop a far deeper understanding of the changing digital landscape.
2. Identify digital marketing trends and skill sets needed for today's marketer.
3. Discover the theories, tools and techniques to successfully plan, predict, and manage digital marketing campaign.

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Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Chairperson
Faculty of Studies
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Controller of Examination
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

Joint Registrar
Shri Vaishnav Vidyapeeth
Vishwavidyalaya, Indore

GENERIC ELECTIVE (ODD SEMESTER)

COURSE CODE	CATEGORY	COURSE NAME	THEORY END SEM University Exam	THEORY Two Term Exam	THEORY Teachers Assessment*	PRACTICAL END SEM University Exam	PRACTICAL Teachers Assessment*	L	T	P	CREDITS
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COURSE CONTENT

UNIT I: Digital Marketing-An Overview
1. Introduction, Objectives, Definition of Digital Marketing
2. Scope, Benefits and characteristics
3. Digital Marketing vs Traditional Marketing
4. Examples of best practices in Digital Marketing

UNIT II: Digital Customers and Market
1. Introduction, Objectives, Definition of Digital Customers
2. Dealing with Customers' Motivations and Expectations
3. E-Malls, E-Storefront, E-Marketplace
4. Web stores, Online stores

UNIT III: Applications of Digital Marketing – I
1. Online Advertising
2. Search Engine Optimization (SEO)
3. Search Engine Marketing (SEM)
4. Social Media Marketing

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UNIT IV: Applications of Digital Marketing – II
1. Web Marketing
2. Mobile Marketing
3. E mail Marketing
4. Web Analytics

UNIT V: Methods and Techniques of Digital Marketing
1. Advertising Techniques for Digital Marketing
2. Copy writing for the Digital Media
3. New trends in Content Marketing

Suggested Readings
1. Strauss, Judy &Frost Raymond (2009). *E-Marketing.* New Jersey: Prentice Hall.
2. Agarwala , K.N. &Agarwala, D(2006).*Business on the Net: What's and How's of E-commerce.* New Delhi: McMillan.
3. Ravi ,Kalakota&Andrew ,Whinston(1997).*Frontiers of E-Commerce*. Delhi: Addision Wesley. O,Brien J. (2011).*Management Information System.* New Delhi: TMH.
4. Oberoi, Sundeep(2001). *E-Security and You*. Delhi: TMH
5. Levine, Young Margret (2002) . *The complete reference to Internet. Delhi:* TMH

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