



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT MBA

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
19MB3E05	DIGITAL & SOCIAL MEDIA MARKETING	III	MBA	5	2023-25	26-08-2024
COURSE OUTCOMES						
1	To identify the need and scope of digital marketing. [K2].					
2	To assess the different channels of digital marketing. [K3].					
3	To prepare digital marketing plan [K4].					
4	To find the importance of search engine marketing. [K5].					
5	To apprise different social media marketing platforms. [K4].					
UNIT	Outcomes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
UNDERSTANDING DIGITAL MARKETING						
I	To identify the need and scope of digital marketing. [K2].	1.1	Concept of Digital Marketing	T1,R1	2	Chalk & Talk, PPT, Video
		1.2	components of Digital Marketing	T1,R1	1	
		1.3	Need of Digital Marketing	T1,R1	1	
		1.4	Scope of Digital Marketing	T1,R1	1	
		1.5	Benefits of Digital Marketing	T1,R1	1	
		1.6	Digital Marketing Platforms and Strategies	T1	2	
		1.7	Comparison of Marketing and Digital Marketing	T1	1	
		1.8	Digital Marketing Trends	T1, T3	1	
Total					10	
CHANNELS OF DIGITAL MARKETING						
		2.1	Digital Marketing, Website Marketing	T1, T2	1	
		2.2	Search Engine Marketing	T1, T2	1	
		2.3	Online Advertising, Email Marketing	T1, T2	1	
		2.4	Blog Marketing, Social Media	T1, T2	1	



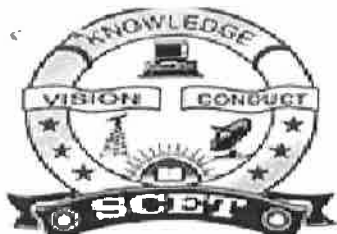
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II	To assess the different channels of digital marketing. [K3].		Marketing, Audio, Video, and Interactive Marketing			Chalk & Talk PPT
		2.5	Online Public Relations, Mobile Marketing	T1, T2	1	
		2.6	Migrating from Traditional Channels to Digital Channels	T1, T2	1	
		2.7	Marketing in the Digital Era Segmentation –Importance of Audience Segmentation	T1, T2	1	
		2.8	How different segments use Digital Media	T1, T2	1	
		2.9	Organizational Characteristics, Purchasing Characteristics	T1, T2	1	
		2.10	Using Digital Media to Reach, Acquisition and Retention of new customers	T1, T2	1	
		2.11	Digital Media for Customer Loyalty	T1, T2	1	
Total					11	
DIGITAL MARKETING PLAN						
III	To prepare digital marketing plan [K4].	3.1	Need of a Digital Marketing Plan	T1,T3	1	PPT , Video, Flipped classro om
		3.2	Elements of a Digital Marketing Plan	T1, T3	2	
		3.3	Marketing Plan, Executive Summary, Mission, Situational Analysis	T3	1	
		3.4	Opportunities, Issues	T3	1	
		3.5	Goals and Objectives	T1,T3	1	
		3.6	Marketing Strategy, Action Pla Budget	T1, T3	1	
		3.7	Writing the Marketing Plan and Implementing the Plan.	T3	1	
Total					09	
SEARCH ENGINE MARKETING AND ONLINE ADVERTISING						
IV	To find the importance of search engine marketing. [K5].	4.1	Search Engine Marketing	T2	1	Chalk & Talk, PPT, Video
		4.2	Online Advertising Importance of SEM	T2	1	
		4.3	Understanding Web Search	T1	1	
		4.4	keywords, HTML tags, Inbound Links	T1	1	
		4.5	Online Advertising vs. Traditional	T1	1	



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			Advertising			
		4.6	Payment Methods of Online Advertising	T1	1	
		4.7	CPM (Cost-per-Thousand) and CPC (Cost per-click) Display Ads	T1	2	
		4.8	choosing a Display Ad Format	T1	1	
		4.9	Landing Page and its importance.	T1	1	

Total 10

SOCIAL MEDIA MARKETING

V	To apprise different social media marketing platforms. [K4].	5.1	Social Media Marketing	T1, R2	1	Chalk & Talk, PPT (Active Learning Activity)
		5.2	Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium	T1, R2	1	
		5.3	Microblogging with Twitter	T1, R2	1	
		5.4	Social Sharing with YouTube	T1, R2	1	
		5.5	Social Media for Customer Reach	T1, R2	1	
		5.6	Acquisition and Retention	T1, R2	1	
		5.7	Measurement of Digital Media	T1, R2	1	
		5.8	Analyzing Digital Media Performance	T1, R2	1	
		5.9	Analyzing Website Performance	T1, R2	1	
		5.10	Analyzing Advertising Performance	T1, R2	1	

Total 10

CUMULATIVE PROPOSED PERIODS 50

Text Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	Social media marketing, 3rd edition, Tracy.L.Tuotcn and Michacel Solomon,Sage publications, 2021.
T2	Digital and Social media marketing, 2nd edition, Aleksej Heinze, Gordon Fletcher, Ana Cruz, Routledge, 2020.
T3	SOCIAL MEDIA MARKETING STRATEGIC APPROACH: A Strategic Approach,, 1st edition, Debra Zahay (Author), Donald I. Barker, Mary Roberts, Melissa Barker, Nicholas Bormann, South-Western College Publishing, 2016.

Reference Books:

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	Digital Marketing, 3 rd Edition, Seema Gupta, McGraw Hill,2022
R2	Fundamentals of digital marketing, 2 nd Edition, Puneet Bhatia, Publisher Pearson Education, 2019





Web Details

<https://nptel.ac.in/courses/110/105/110105031/>



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		Name	Signature with Date
i.	Faculty	J.Veena dhuri	
ii.	Course Coordinator	J.Veena dhuri	
iii.	Module Coordinator	Dr.O.V.A.M.Sridevi	
iv.	Programme Coordinator	Dr. G.Grace	


Principal