



## 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 JNTUJK, Kakinada  
Seetharamapuram, W.G. DT., Narsapur-534280, (Andhra Pradesh)

### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION TEACHING PLAN

| Course Code | Course Title      | Semester | Branches | Contact Periods /Week | Section | Date of commencement of Semester |
|-------------|-------------------|----------|----------|-----------------------|---------|----------------------------------|
| 20CB6T01    | Digital Marketing | VI       | CSE-BS   | 5                     | CSE BS  | 18/11/2021                       |

#### COURSE OUTCOMES

- Describe the importance of Digital marketing and its utility in business promotion. [K2]
- Generalize the meaning and usefulness of Content marketing in analyzing the firm's promotional activity. [K3]
- Comprehend the methodologies, tools and technologies involved in digital marketing. [K4]
- Identify different forms of e-mail marketing and mobile marketing and analyze their effectiveness in digital marketing strategy. [K3]
- Evaluate the importance of conversion and working with social media marketing. [K5]

| UNIT                                       | Outcomes /Bloom's Level  | Topics No. | Topics/Activity  | Text Book / Reference | Contact Hour | Delivery Method |
|--|--|------------|--|-----------------------|--------------|-----------------|
| <b>1.INTRODUCTION TO DIGITAL MARKETING</b> |  |            |  |                       |              |                 |
| <b>I</b>                                   | Describe the importance of Digital marketing and its utility in business promotion [K2]. | 1.1        | Introduction to Digital Marketing                        | T1,T2                 | 1            | PPT, Video      |
|  |  | 1.2        | Definition and concepts of Digital marketing             | T1,T3                 | 1            |                 |
|  |  | 1.3        | History of Digital Marketing                             | T1                    | 1            |                 |
|  |  | 1.4        | Scope and Importance of Digital Marketing                | T1,T2                 | 1            |                 |
|  |  | 1.5        | Traditional marketing versus Digital marketing           | T1, T3                | 1            |                 |
|  |  | 1.6        | Types of digital marketing                               | T1, T3                | 1            |                 |
|  |  | 1.7        | Digital Marketing mix                                    | T1, T3                | 1            |                 |
|  |  | 1.8        | Marketing mix and its implications for digital marketing | T1,T2                 | 1            |                 |
|  |  | 1.9        | Challenges for digital marketing                         | T1,T2                 | 1            |                 |
|  |  | 1.10       | Opportunities for digital marketing                      | T1,T2                 | 1            |                 |
| <b>Total</b>                               |  |            |  |                       | <b>10</b>    |                 |

| 2.CONTENT MARKETING                 |   |              |  |        |           |                               |
|-------------------------------------|---|--------------|--|--------|-----------|-------------------------------|
| II                                  | Generalize the meaning and usefulness of Content marketing in analyzing the firm's promotional activity. [K3]                         | 2.1          | Introduction to Content marketing                            | T1, R1 | 1         | Chalk & Talk<br>PPT           |
|                                     |   | 2.2          | Content creation Framework                                   | T2, R1 | 1         |                               |
|                                     |   | 2.3          | Content marketing strategies                                 | T1, R1 | 1         |                               |
|                                     |   | 2.4          | Content marketing planning                                   | T1, R1 | 1         |                               |
|                                     |   | 2.5          | Types of Content marketing                                   | T2,R1  | 1         |                               |
|                                     |   | 2.6          | Measuring Your Content                                       | T1, R1 | 1         |                               |
|                                     |   | 2.7          | Analyzing Your Content                                       | T2, R1 | 1         |                               |
|                                     |   | 2.8          | Viral Marketing  | T1, R1 | 1         |                               |
|                                     |   | 2.9          | Blog Marketing   | T3, R1 | 1         |                               |
|                                     |   | <b>TOTAL</b> |  |        |           |                               |
| 3. SEARCH ENGINE OPTIMIZATION (SEO) |   |              |  |        |           |                               |
| III                                 | Comprehend the methodologies, tools and technologies involved in digital marketing. [K4]  | 3.1          | Introduction to Search Engine Optimization                   | T1,T3  | 1         | PPT, Video, Flipped classroom |
|                                     |   | 3.2          | SEO concepts   | T1, T3 | 1         |                               |
|                                     |   | 3.3          | SEO Scope and Importance                                     | T3     | 1         |                               |
|                                     |   | 3.4          | SEO Growth in recent years                                   | T3     | 1         |                               |
|                                     |   | 3.5          | Ecosystem of a search Engine                                 | T1,T3  | 1         |                               |
|                                     |   | 3.6          | Kinds of traffic   | T1, T3 | 1         |                               |
|                                     |   | 3.7          | Keyword Research   | T1,T3  | 1         |                               |
|                                     |   | 3.8          | Keyword Research & Analysis                                  | T1,T3  | 1         |                               |
|                                     |   | 3.9          | Keyword Research & Analysis (Free and Paid tool & Extension) | T1,T3  | 1         |                               |
|                                     |   | 3.10         | Recent Google Updates  | T3     | 1         |                               |
|                                     |   | <b>Total</b> |  |        |           |                               |
| 4.EMAIL AND MOBILE MARKETING        |   |              |  |        |           |                               |
| IV                                  | Identify different forms of e-mail marketing and mobile marketing and analyze their effectiveness in digital marketing strategy. [K3] | 4.1          | Introduction to Email Marketing                              | T2,R2  | 1         | Chalk & Talk,<br>PPT, Video   |
|                                     |   | 4.2          | Concepts of Email marketing                                  | T3, R2 | 1         |                               |
|                                     |   | 4.3          | Process of Email marketing                                   | T1, R2 | 1         |                               |
|                                     |   | 4.4          | Design of Email marketing                                    | T1, R2 | 1         |                               |
|                                     |   | 4.5          | Content and Email marketing metrics                          | T1, R2 | 1         |                               |
|                                     |   | 4.6          | Introduction to Mobile marketing                             | T1. R2 | 1         |                               |
|                                     |   | 4.7          | Concepts of mobile marketing                                 | T1, R2 | 1         |                               |
|                                     |   | 4.8          | Scope of mobile marketing                                    | T2, R2 | 1         |                               |
|                                     |   | 4.9          | Process of mobile marketing                                  | T1, R2 | 1         |                               |
|                                     |   | 4.10         | Tools of mobile marketing                                    | T3, R2 | 1         |                               |
|                                     |   | 4.11         | Opportunities and challenges                                 | T2, R2 | 1         |                               |
| <b>Total</b>                        |   |              |  |        | <b>11</b> |                               |

|                                    |   |                                 |  |           |   |
|------------------------------------|---|---------------------------------|--|-----------|---|
| V                                  | Evaluate the importance of conversion and working with social media marketing. [K5] | <b>5.SOCIAL MEDIA MARKETING</b> |  |           |   |
|                                    |   | 5.1                             | Introduction to Social media marketing           | T1, R2    | 1 |
|                                    |   | 5.2                             | Concepts of Social media marketing               | T1, R2    | 1 |
|                                    |   | 5.3                             | Process of Social media marketing                | T1, R2    | 1 |
|                                    |   | 5.4                             | Tools- Google and its strategies                 | T1, R2    | 1 |
|                                    |   | 5.5                             | Tools-the Search Engine                          | T1, R2    | 1 |
|                                    |   | 5.6                             | Tools- Facebook and its strategies               | T2, R2    | 1 |
|                                    |   | 5.7                             | Tools- Twitter and its strategies                | T2, R2    | 1 |
|                                    |   | 5.8                             | Tools- YouTube and its strategies                | T2, R2    | 1 |
|                                    |   | 5.9                             | Tools- LinkedIn and its strategies               | T2, R2    | 1 |
|                                    |   | 5.11                            | Issues: Credibility, Fake News, Paid Influencers | T1,R2     | 1 |
|                                    |   | 5.12                            | Social media and Hate/ Phobic campaigns          | T1,R2     | 1 |
| <b>Total</b>                       |   |                                 |  | <b>11</b> |   |
| <b>CUMULATIVE PROPOSED PERIODS</b> |   |                                 |  | <b>51</b> |   |

**Text Books:**

| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION   |
|-------|--|
| T1    | Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Pearson Education Publications, 2 <sup>nd</sup> edition 2019 |
| T2    | Seema Gupta, "Digital Marketing", McGraw Hill Publications", 2 <sup>nd</sup> edition 2020                              |
| T3    | Ryan Deiss, Russ Henneberry, "Digital Marketing For Dummies", Wiley Publications, 2020                                 |

**Reference Books:**

| S.No. | AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION                     |
|-------|--|
| R1    | Joe Pulizzi, "Epic Content Marketing", McGraw Hill Education, 2019               |
| R2    | Puneet Singh Bhatia, "Social Media & Mobile Marketing", Wiley Publications, 2019 |

**Web Details**

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|---|
| <a href="https://onlinecourses.swayam2.ac.in/cec19_mg23/preview">https://onlinecourses.swayam2.ac.in/cec19_mg23/preview</a>       |
| <a href="https://www.infidigit.com/blog/what-is-digital-marketing/">https://www.infidigit.com/blog/what-is-digital-marketing/</a> |

|      | Name                  | Signature with Date   |
|------|-----------------------|-----------------------|
| i.   | Faculty               | Mr. Ch. Srinivas      |
| ii.  | Course Coordinator    | Mr. Ch. Srinivas      |
| iii. | Module Coordinator    | Dr. O.V.A. M. Sridevi |
| iv.  | Programme Coordinator | Dr. G. Grace          |

Principal