

Course Code: BCA 222
Course Name: Digital Marketing

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3 1 4

INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following: -

1. Understand the basics of Digital Marketing.
2. Comprehend the importance of Digital Marketing Platforms.
3. Gain knowledge about the usefulness of Social Media Marketing (SMM) and Search Engine Optimization (SEO)

PRE-REQUISITES:

None

COURSE OUTCOMES (COs):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	*BT Level	Mapping to PO #
CO1	Understanding the digital marketing concepts and its usefulness in business.	BTL2	PO2, PO4
CO2	Planning steps for digital marketing strategy and successfully executing it.	BTL3	PO2, PO4
CO3	Understand the importance of Social Media Platforms and Social Media Marketing for online communication.	BTL2	PO2, PO4, PO6
CO4	Applying Search Engine Optimization techniques (SEO) and Search Engine Marketing (SEM) to maximize reach and enhance engagement of users.	BTL3	PO2, PO4, PO6
CO5	Analyzing web using analytics tools and gaining insights to various tools for Social Media Marketing.	BTL4	PO2, PO4, PO6

UNIT – I

No. of Hours: 11 Chapter/Book Reference: TB1 [Chapter – 1, 2], TB2 [Chapter – 1, 4-9], TB3 [Chapter –1]

Digital Marketing Basics: Digital Marketing meaning and its importance, Traditional vs Digital Marketing, Benefits of Digital Marketing, Internet Marketing basics, Digital Marketing channels, Types of Business models, Digital Marketing strategies (P.O.E.M framework), Inbound and Outbound marketing, Digital Transformation model, 4Cs of Digital Marketing

UNIT – II

No. of Hours: 11 Chapter/Book Reference: TB1 [Chapter –3, 4, 5, 6, 7, 8], TB2 [Chapter – 4], TB3 [Chapter – 8]

Social Media Marketing – Introduction, Social Media marketing strategies, Overview of Social media platforms – Instagram, Snapchat, Facebook, Mobile, Twitter, Content Planning and Strategy, Influential marketing, Content marketing, Digital Marketing campaign

UNIT – III

Applicable from Batch Admitted in Academic Session 2021-22 Onwards

Bachelor of Computer Applications programme offered by USICT at affiliated institutions.

No. of Hours: 11 Chapter/Book Reference: TB1 [Chapter – 2, 3, 10]

Search Engine Optimization – Introduction to SEO, On-Page and Off-Page Optimization, Role of Keywords in SEO, Organic vs Non-Organic SEO, Blogging as marketing strategy, Types of Blogs

Search Engine Marketing – Introduction to Paid marketing, Google Adwords, Types of campaigns and Campaign creation

UNIT – IV

No. of Hours: 11 Chapter/Book Reference: TB1 [Chapter – 1, 5, 11]

Tools for SMM and Marketing communication – Overview of Buffer, Hootsuite, Canva, Trello and Hot jar

Web Analytics: Meaning, Purpose and process, Types, Tools for analytics – Google analytics, Audience analytics, Acquisition analytics, Behavior analytics, Conversion analytics

TEXT BOOKS:

TB1. Rajan Gupta, Supriya Madan, “Digital Marketing”, BPB Publication, 1st Edition, 2022

TB2. Seema Gupta, “Digital Marketing”, McGraw Hill, 2nd Edition, 2018.

TB3. Puneet Singh Bhatia, “Fundamentals of Digital Marketing”, Pearson, 2nd Edition, 2020.

REFERENCE BOOKS:

RB1. Ian Dodson, “The Art of Digital Marketing”, Wiley, 2017.

RB2. Nitin Kamat, Chinmay Nitin Kamat, “Digital Marketing”, Himalaya Publishing House, 1st Edition, 2017.

RB3. Vandana Ahuja, “Digital Marketing”, Oxford University Press, 8th Edition, 2019.

RB4. Judy Strauss, Raymond Frost, “E- Marketing”, PHI learning, 5th Edition, 2009.

RB5. Moutusy Maity, “Internet Marketing”, Oxford University Press, 2018.

RB6. Stephanie Diamond, “Digital Marketing”, Wiley, 2019.

RB7. T. N. Swaminathan, Karthik Kumar, “Digital Marketing From Fundamentals to Future”, Cengage, 1st Edition, 2019.