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| **P.R. Government College (Autonomous)****Kakinada** |  **Program &** **Semester** **II B.COM****III SEMESTER** |
| Course Code |  **DIGITAL MARKETING****(CA)** |
| Teaching | Hours Allocated: 75 (**Theory**) | L | T | P | C |
| Pre-requisites: |  | 4 | 0 | - | 4 |

*COURSE OBJECTIVES:*

1. The course aims to identify the impact of digital space and digital marketing in reaching out to customers.
2. Understand the importance of Search Engines and explain the working of Search Engines.
3. Able to Define email Marketing and have knowledge on how Social Media Marketing is to be used by marketers?

COURSE OUTCOMES:

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| On Completion of the course, the students will be able to- | Cognitive Domain |
| CO1 | The Students will be able to:Use digital media for the creation of products and services  | Remembering & Understanding |
| CO2 | Understand Use Search Engine Marketing for advertisements and know the, YouTube & LinkedIn for Marketing.  | Application |
| CO3 | Familiarizing and relate Search Engines in the digital marketing ecosystem. | Analyzing |
| CO4 | Develop analytical skills Outline email Marketing and strategy to craft email marketing | Remembering &Application |
| CO5 | Evaluate the Social Media platforms like Face book, Twitter | Application |

**Course with focus on employability / entrepreneurship / Skill Development modules**

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| Skill Development |  |  | Employability |  |  | Entrepreneurship |   |

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| UNIT - I  | **Digital Marketing:** Introduction to Digital Marketing. Traditional Vs. Digital Marketing, Technology behind Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer**.****Case Study**: Analyze the change in ranking of your Web Promotion Page |
| UNIT - II  | **Online Advertising:** Introduction, Objective, Where to Advertise, Online Format, Search Engine Ad, Network Advertising, Affiliate Programs, Landing Pages**Case Study:** Create Google Add for your college’ |
| UNIT III  | **Email Marketing:** Introduction, Types of Email, Email Marketing Campaign Process, Email marketing Tools, Advantages and Disadvantages, Opt-in Email Advertising, Email tracking**Case Study:** Analyse the impact of your E-Mail Campaign |
| UNIT - IV | Social Media Marketing (SMM):What is Social Media Marketing, Seven Myths of SMM, Characteristics of Successful Social Media Marketer, Social Media Marketing plan, Social Media marketing Tools, Publishing Blogs, Podcast and Webinars, Social Media Monitoring, Social Media: Face book, Twitter?Case Study:Analyze the performance of your Facebook and Instagram PageAnalyze the performance of your YouTube Video |
| UNIT - V | **Search Engine Optimization (SEO):** Understanding SEO, Search Engine Optimization Process – Goals, On-Page Optimization, Off-Page Optimization and Analyze, Search Engine Result Process (SERP), SEO Tools. |

CO-PO Mapping:

**(1: Slight [Low]; 2: Moderate [Medium]; 3: Substantial [High], '-' : No Correlation)**

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|  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 |
| CO1 | 3 | 3 | 2 | 3 | 3 | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 1 | 3 |
| CO3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO4 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 |
| CO5 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | 2 |

**Proposed activities:**

* Quiz Programs
* Problem Solving exercises
* Co-operative learning
* Seminar
* Visit a single-entry firm, collect data and Creation of Trial Balance of the firm
* Visit Non-profit organization and collect financial statements
* Critical analysis of rate of interest on hire purchase schemes
* Visit a partnership firm and collect partnership deed
* Debate on Garner v/s Murray rule in India and outside India
* Group Discussions on problems relating to topics covered by syllabus
* Examinations (Scheduled and surprise tests) on all units

**Text Books:**

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| --- | --- |
| Reference: | * Digital Marketing. ...
* Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies. ...
* Brand Storytelling: Put Customers at the Heart of Your Brand Story. ...
* Marketing 5.0: Technology for Humanity. ...
* Digital Marketing Analytics: In Theory And In Practice. ...
* Digital Branding.
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**Web links**

**https://www.slideshare.net/ChandraShekharJoshi21/ppt-on-digital-marketing-72559714**

[**https://www.slideshare.net/priyankashinde351/online-marketing-ppt**](https://www.slideshare.net/priyankashinde351/online-marketing-ppt)

[**https://www.slideshare.net/niraj7005/social-media-marketing-78991689**](https://www.slideshare.net/niraj7005/social-media-marketing-78991689)

[**https://www.slideshare.net/slideshow/search-engine-optimization-seo- 47459542/47459542**](https://www.slideshare.net/slideshow/search-engine-optimization-seo-%20%20%20%20%20%20%20%20%20%20%20%20%20%20%20%2047459542/47459542)

 **Skill development**:

This Digital marketing Course is designed to enable those new to digital markets as well as experienced professionals to gain valuable knowledge and develop new skills. Today, businesses of all sizes look for Digital marketing professionals with the perfect balance of technical accounting skills and interpersonal, professional skills to meet their needs. There is no denying the importance of having [skilled accountants](https://www.business.com/articles/meredith-wood-accountant-vs-bookkeeper/) working in or for your business. Whether you’re an entrepreneur managing your books on your own or an established professional seeking employment, quality accounting skills are crucial to maintain the financial health of your business or advance your career.

**Employability:**

Importantly, the most sought-after skills included **the ability to collaborate with colleagues, present, discuss and defend views, and having a positive attitude**. Overall, a team player with a positive attitude and good communication skills appeared to be the most valued behavioral skill as perceived by employers.

**Entrepreneurship:**

* Managing Digital marketing. The time-tested saying, “Digital marketing” really is true.
* Maintaining a Digital marketing
* Identifying a Path to digital float forms .
* Communicating About Money.
* Forecasting the Future of Your Business.

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| **Syllabus Change AY 2022-23** |
| Unit | Deletions/ Additions | %change | Rationale |
| I | Digital markeitng | 3% | To make the syllabus current and relevant |
| II |  Online advertising | 3% | To make the syllabus current and relevant |
| III | Email marketing | 5% | To make the syllabus current and relevant |
| IV | Digital media marketing | 5% | To make the syllabus current and relevant |
| V | Search engine optimization | 4% | To make the syllabus current and relevant |

MODEL BLUE PRINT FOR THE QUESTTION PAPER SETTING

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| --- |
| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA |
| II B.COM (RCCS &CA)w.e.f.2020-21 |
| Subject | **DIGITAL MARKETING** |
| III– SEM | TIME: 2Hours |  Max marks: 50 |

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| --- | --- | --- | --- |
| S.NO | TYPES OF QUESTIONS | TO BE GIVEN IN THEQUESTION PAPER | TO BE ANSWERED |
| NO OF QUESTIONS | MARKS ALLOTED TO EA | TOTAL MARKS | NO OF QUESTIONS | MARKS ALLOTED TO EACH QUESTION | TOTAL MARKS |
| 1 | Short Questions | 7 | 5 | 35 | 4 | 5 | 20 |
| 2 | Essay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| TOTAL MARKS | 95 | TOTAL MARKS | 50 |

MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Very Short Questions5 Marks | Essay Questions10 Marks | Marks allotted to the chapter |
| Module – I | 2 | 2 | 30 |
| Module – II | 1 | 1 | 15 |
| Module – III | 1 | 1 | 15 |
| Module – IV | 2 | 1 | 20 |
| Module – V | 1 | 1 | 15 |
| Total No. of Questions | 07 | 06 |  95 |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA |
| II B.COM (TM, EM and CA) w.e.f.2020-21 |
| Subject  |  DIGITAL MARKETING  |
| III – SEM  | TIME: 2 Hours  |  Max marks : 50 |

 Section-I

Answer any Four Questions from the following 4x5 =20 M

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)
7. Question (Unit – V)

 Section-II

Answer any three questions by attempting at least one question form each section 3x10 =30 M

 PART – A

1. Question (Unit – I)
2. Question (Unit – I)
3. Question (Unit – II)

PART - B

1. Question (Unit – III)
2. Question (Unit – IV)
3. Question (Unit – V)

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