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| **P.R.Government College (Autonomous)****Kakinada** |  **Program** **&****Semester**I ST BBA (Digital Marketing)IInd SEMESTER |
| Course Code | 4 E- Marketing |
| Teaching | Hours Allocated: 75  | L | T | P | C |
| Focus | **Employability** | 4 | - | - | 4 |

Course Outcomes:

* Understanding Lead Generation for Business
* Understanding lead funnel, Steps in lead nurturing
* Understanding of Marketing-An Overview
* Understanding Applications of E-Marketing
* Understanding Types and Tools of E-Marketing

Course Outcomes:

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| On Completion of the course, the students will be able to- | Cognitive Domain |
| CO1 | Understanding Lead Generation for Business  | Understanding |
| CO2 | Understanding lead funnel, Steps in lead nurturing | Application |
| CO3 | Understanding of Marketing-An Overview  | Analyzing |
| CO4 | Understanding Applications of E-Marketing | Application |
| CO5 | Understanding Types and Tools of E-Marketing  | Application |

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

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

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| **I BBA (Digital Marketing) w.e.f. 2023-24** |
| Subject |  **4 E-Marketing**  |
| II– SEM | TIME: 2 Hours | Max marks:50 Credits: 4 |

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|  **UNIT I** | **Introduction to Lead Generation:** Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page. |
| **UNIT II** | **A/B Testing:** What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing |
| **UNIT III** | **E-Marketing-An Overview –** Introduction, Objectives, Definition, History and, Features of E-Marketing, Scope of E-Marketing, Benefits of E- Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing. |
| **UNIT - IV** | **Applications of E-Marketing -** Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium |
| **UNIT - V** | **Types and Tools of E-Marketing -** Introduction, E-Malls, E-Storefront, E- Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay- Per- Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising |

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 |

 **Text Books:**

1. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

**Skill Development:**

**To know the knowledge about the Stages of development of business and importance of business. Classification of Business Activities**

**Employability:**

**Plenty of employability opportunities in Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.**

**Entrepreneurship**

**Many Entrepreneurial opportunities in** **Sole Proprietorship, Partnership, Joint Stock Companies & Co-operatives.**

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| **Syllabus Change AY 2023-24** |
| Unit | Deletions/ Additions |  % change | Rationale |
| I | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| II | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| III | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| IV | No Deletions/ Additions | 0% | To make the syllabus current and relevant |
| V | No Deletions/ Additions | 0% | To make the syllabus current and relevant |

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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA |
| **I BBA (Digital Marketing) w.e.f. 2023-24** |
| Subject |  **4 E-Marketing** |
| II– SEM | TIME: 2 Hours | Max Marks: 50 |

**BLUE PRINT FOR THE QUESTION PAPER SETTING**

|  |  |  |  |
| --- | --- | --- | --- |
| S.No | Type OfQuestion | To be given in the Question Paper | To be answered |
| No. ofQuestions | Marks allotted to each Question | Total marks | No. of.Question | Marks allotted to each Question | Total marks |
| 1 | Section–AShortQuestions | 7 | 5 | 35 | 4 | 5 | 20 |
| 2 | Section–BEssay Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | 95 | Total Marks | 50 |

**MODEL BLUE PRINT FOR THE QUESTION PAPER SETTER**

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

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| II – SEM | TIME: 2 Hours | Max Marks: 50 |
| **MODEL QUESTION PAPER** |

 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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| II – SEM | TIME: 2 Hours | Max Marks: 50 |
| **MODEL QUESTION PAPER** |

**UNIT-I**

**ESSAY ANSWER QUESTIONS**

1. Define the lead? Why lead generation is important?
2. Describe the various types of landing pages.
3. Explain the differences between website and landing pages.

SHORT ANSWER QUESTIONS

1. Landing pages
2. Website
3. leads generation

**UNIT-II**

**ESSAY ANSWER QUESTIONS**

1. Define A/B testing? How to do A/B testing.
2. Explain lead nurturing. Explain the steps in lead nurturing.
3. Define lead funnel? Explain the steps in lead funnel.

**SHORT ANSWER QUESTIONS**

1. Split testing (or)bucket testing.
2. How to convert leads into sales
3. Lead nurturing

**UNIT-III**

**ESSAY ANSWER QUESTIONS**

1. Define e-marketing. Explain the objectives of E-marketing.
2. Explain the features and scope of E-marketing.
3. Explain the merits and merits of E-marketing.

**SHORT ANSWER QUESTIONS**

1. Digital marketing 2.E- marketing

 3.Internet marketing

**UNIT-IV**

**ESSAY ANSWER QUESTIONS**

1. Define the online advertising and its objectives.
2. Explain the role of distribution in E- marketing.
3. Discuss the lead generation plat forms.

**SHORT ANSWER QUESTIONS**

1. Direct response medium.
2. Online advertising.
3. customer service mechanism.

**UNIT-V**

**ESSAY ANSWER QUESTIONS**

1. Explain the types of E-marketing.?
2. Explain the Tools of E- marketing.
3. Write about how to create website.

**SHORT ANSWER QUESTIONS**

1 social media marketing

 2.pay-per-click advertising

3.Paid Search Engine.