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| **P.R.Government College (Autonomous)**  **Kakinada** | | **Program &**  **Semester**  I ST B.COM  II nd SEMESTER | | | |
| Course Code | **FUNDAMENTALS OF DIGITAL MARKETING** |
| Teaching | Hours Allocated: 75 | L | T | P | C |
| Focus | **Employability** | 4 | - | - | 4 |

Course Outcomes:

* Understanding Lead Generation for Business
* Digital Marketing Concepts
* The applications of digital marketing in the globalized market
* Application and usage of E-mail advertisement and mobile 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 | Digital Marketing Concepts | Application |
| CO3 | The applications of digital marketing in the globalized market | Analyzing |
| CO4 | Application and usage of E-mail advertisement and mobile 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 B.COM (Gen) w.e.f. 2023-24 | | |
| Subject | **FUNDAMENTALS OF DIGITAL MARKETING** | |
| II– SEM | TIME: 2 Hours | Max marks:50 Credits: 4 |

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| **UNIT I** | **UNIT 1:** Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scopeof DM, Historyof DM, Concept and approaches to DM, Examples of good practices in DM. |
| **UNIT II** | **UNIT 2:** Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools. |
| **UNIT III** | **UNIT 3:** Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements. |
| **UNIT - IV** | **UNIT 4:** Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing. |
| **UNIT - V** | **UNIT 5:** What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog  Optimization, and Blog Stats. |

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 |  | 2 | 3 |  | 3 | 1 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| CO2 | 3 |  | 3 | 3 |  | 3 | 3 | 1 | 3 | 3 | 3 | 2 | 1 | 3 | 1 | 3 |
| CO3 | 2 |  | 2 | 3 |  | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 1 |
| CO4 | 3 |  | 3 | 2 |  | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 2 | 2 | 3 |
| CO5 | 3 |  | 3 | 2 |  | 2 | 3 | 3 | 1 | 1 | 3 | 1 | 2 | 3 | 2 | 2 |

**Text Books:**

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation ofBusiness Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide toHarnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

# 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 B.COM (Gen) w.e.f. 2023-24 | | |
| Subject | **COURSE 4 E COMMERCE** | |
| I– SEM | TIME: 2 Hours | Max Marks: 50 |

# BLUE PRINT FOR THE QUESTION PAPER SETTING

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| S. N  o | Type Of Question | To be given in the Question Paper | | | To be answered | | |
| No. of Questions | Marks allotted to each  Question | Total marks | No. of. Question | Marks allotted to each  Question | Total marks |
| 1 | Section–A  Short Questions | 7 | 5 | 35 | 4 | 5 | 20 |
|  | Section–B Essay  Questions | 6 | 10 | 60 | 3 | 10 | 30 |
| Total Marks | | | | 95 | Total Marks | | 50 |

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

|  |  |  |  |
| --- | --- | --- | --- |
| Chapter Name | Short Questions  5 Marks | Essay  Questions 10 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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| P.R. GOVT.COLLEGE (AUTONOMOUS), KAKINADA | | |
| I B.COM (Gen) w.e.f. 2023-24 | | |
| Subject | **COURSE 4 E- Commerce** | |
| I – 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)
4. Question (Unit – III)
5. Question (Unit – IV)
6. Question (Unit – V)

PART - B

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