



Bachelor of Business Administration (B.B.A.)					
Semester	V	Course Title	Digital Marketing (Marketing Group)	Course Code	
Type of Course	Major (Marketing)	Credit	04	Theory	04 Hours
Practical	NIL	Teaching Hours	60	Internal Marks	50
External Marks	50	Total Marks	100	External Exam Time	2 Hours

COURSE OUTCOMES:

- Develop a foundational understanding of how Digital Marketing works.
- Understanding Digital Marketing Setup
- Be clear and equipped with latest trends in digital Marketing

Pedagogy: Theory, Exercise

COURSE CONTENT

Unit-1	Introduction to Digital Marketing	Hours: 12
	<ul style="list-style-type: none"> • Introduction, Concept & Meaning of Digital Marketing • Evolution of Digital Marketing • Traditional Marketing vs. Digital Marketing • Importance of Digital Marketing • Digital Marketing Landscape • Key Drivers • Overview of Digital Consumers and Communities, Gen Y & Netizen's expectation & influence with respect to Digital Marketing. 	
Unit - 2	Digital Marketing Planning	Hours: 12
	<ul style="list-style-type: none"> • Applying Segmentation, Targeting and Positioning to digital communications • Online Consumer Behaviour • Overview of Digital Marketing Mix • POEM Framework • Skills in Digital Marketing, • Digital Marketing Strategy 	
Unit - 3	Digital Marketing Communication and Channel Mix	Hours: 12
	<ul style="list-style-type: none"> • Designing Digital Communication Mix • Digital Marketing Campaign Management • Content Management & Web Design, • Search Engine Optimization and SEO techniques • Google web-master and Web Analytics Overview 	
Unit - 4	Digital Marketing Execution	Hours: 12
	<ul style="list-style-type: none"> • Basic elements of Digital Marketing Campaign and their Execution • Managing Digital Marketing Revenue, • Managing Service Delivery and Payment, • Role of Artificial Intelligence, Virtual Reality & Augmented Reality in Digital Marketing, • Managing Digital Implementation Challenges 	
Unit - 5	Terminology used in Digital Marketing	Hours: 12
	<ul style="list-style-type: none"> • PPC • Social Media Marketing, • Affiliate Marketing, • Mobile Marketing • Digital Ethics 	

Skill Development Activities: Practical Applications.

REFERENCES

- Bhatia, Puneet Singh. Fundamentals of Digital Marketing.2ed., 2023, Pearson.
- Ahuja, Vandana. Digital Marketing. 2015, Oxford University Press
- Kingsnorth, Simon (2022), Digital Marketing Strategy: An Integrated Approach to Online Marketing. New Delhi: Kogan Page.
- Gupta, Seema (2022), Digital Marketing. Noida, UP: McGraw Hill Education (India) Pvt. Ltd.
- Hafiz, Adnan (2024), Fundamentals of Digital Marketing: Text and Cases, New Delhi: Book Rivers.
- Rochelle Grayson (2023), Foundations in Digital Marketing, BCcampus Open Ed, <https://opentextbc.ca/>

