# CBCE-1-02T: Internet and Digital Skills

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 4
Pass Percentage: 40%

| **Course: Internet and Digital Skills** | |
|---|---|
| **Course Code: CBCE-1-02T** | |
| **Course Outcomes (COs)**<br>After the completion of this course, the students will be able to: | |
| **CO1** | Explain the basic concepts of the Internet, digital devices, and online communication tools. |
| **CO2** | Use web browsers, search engines, and online resources effectively for learning and daily life. |
| **CO3** | Create and manage an email account, send/receive messages, and use attachments. |
| **CO4** | Apply basic digital skills for safe and responsible use of social media and online platforms. |
| **CO5** | Use online tools (Google Docs, Sheets, Forms, etc.) for collaboration and productivity. |

## Detailed Contents:

| Module | Module Name | Module Contents |
|---|---|---|
| **Module 1** | **Introduction to Digital Marketing** | Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing. |
| **Module II** | **Search Engines** | Tools and Techniques of Search Engines: Google, Bing, Ask, Yahoo Video Hosting and Entertainment: Youtube, Wimeo, Amazon Prime, Netflix, Hotstar. |
| **Module III** | **Website Marketing** | Concepts and Implications, Search Engine Optimization: Introduction, Keyword Planner Tools, On Page SEO Techniques: Indexing and Keyword Placement, Content Optimization. |
| **Module IV** | **E-Mail Marketing** | Concepts and Implications, E-Mail Automation, E-Mail Oriented Promotional Programs. Social Networks: Facebook, Instagram, Whatsapp, Youtube, Telegram, Virtual Marketing and Content Marketing. |

## Books


1. **Seema Gupta, "Digital Marketing", McGraw Hill Education**
2. **PModule Singh Bhatia, "Fundamentals of Digital Marketing", Pearson**
3. **Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley**


20/08/25

25/8/25