CDM-01T: Fundamentals of Digital Marketing

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

Course: Fundamentals of Digital Marketing	
Course Code: CDM-01T	
Course Outcomes (COs) After the completion of this course, the students will be able to:	
CO1	Understand the core concepts, tools, and significance of digital marketing in the modern business environment.
CO2	Analyze various digital marketing channels, including search engines, social media, email, and content marketing platforms.
CO3	Apply basic techniques of Search Engine Optimization (SEO), Search Engine Marketing (SEM), and social media marketing to enhance online visibility.
CO4	Develop and implement simple digital marketing campaigns using appropriate tools and strategies.
CO5	Evaluate the performance of digital marketing efforts using analytics tools and key performance indicators (KPIs).

Detailed Contents:

Module	Module Name	Module Contents
Module I	**Introduction to Digital Marketing**	Introduction to Digital Marketing: Concepts, Traditional Marketing vs. Digital Marketing. Digital Market Evolution, Career in Digital Marketing.
Module II	**Digital Consumer**	Digital Consumer: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.
Module III	**Digital Marketing**	Digital Marketing Mechanisms: Websites-Company and Retail Service Providers, Search
Module IV	**Unit Engines**	Unit-Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment-Youtube, Wimeo, Amazon Prime, Netflix, Hotstar. **Back propagation Neural Network:** architecture, parameters, algorithm, applications, different issues regarding convergence

Books

1. Seema Gupta, Digital Marketing, McGraw Hill Education
2. Punit Singh Bhatia, Fundanentals of Digital Marketing, Pearson
3. Philip Kotler, Marketing 4.0: Moving from Traditional o Digital, Pyblisher Wiley