CDM-02T: Digital Marketing Platforms

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

Course: Digital Marketing Platforms	
Course Code: CDM-02T	
Course Outcomes (COs) After the completion of this course, the students will be able to:	
CO1	Understand the features, functionalities, and roles of major digital marketing platforms such as search engines, social media, and content management systems.
CO2	Compare and evaluate different digital platforms for marketing based on target audience, reach, and business objectives.
CO3	Apply platform-specific strategies for marketing on social media, search engines, and email marketing tools.
CO4	Create and manage digital marketing campaigns using popular platforms and tools.
CO5	Analyze and interpret platform analytics to optimize marketing performance and improve return on investment (ROI).

Detailed Contents:

Module	Module Name	Module Contents
Module I	**Website Marketing**	Website Marketing: Concept and Implications, Search Engine Optimization: Introduction, Keyword Planner Tools, On Page SEO Techniques-Indexing and Keyword Placement, Content Optimization
Module II	**E-Mail Marketing**	E-Mail Marketing: Concept and Implications E-Mail Automation, E-Mail Oriented Promotional Programs.
Module III	**Introduction to Social Media Marketing**	Introduction to Social Media Marketing: Concept, Comparison and Implications, Social Media-Evolution, Characteristics, Career in Social Media Marketing.
Module IV	**Social Networks**	Social Networks: Facebook, Instagram, Twitter, YouTube, Whatsapp - Design, Features, Mechanism, Metrics, Reach and Users, Virtual Marketing, Content Marketing, Designing and monitoring Advertising campaigns using Facebook Business Manager

Books

1. Digital Marketing for Dummies – by Ryan Deiss & Russ Henneberry
2. Digital Marketing: Strategy, Implementation and Practice – by Dave Chaffey & Fiona Ellis-Chadwick
3. The Social Media Bible – by Lon Safko