B. Com (Hons.) (Accounting and Taxation)

SKILL ENHANCEMENT COURSE (SEC)
SEMESTER V
(BCB33503T) DIGITAL MARKETING PLATFORMS

Max. Marks: 100
External Marks: 70
Internal Marks: 30
Pass: 40%
Credits: 4

Objective:
To help learners explore several aspects of the new digital marketing environment, acquaint them with the motivations behind methods usedby marketing mentors.

Course Outcomes:

CO 1:	To remember the fundamental concepts, tools, and techniques in website marketing, search engine optimization (SEO), email marketing, mobile marketing, and social media marketing.
CO 2:	To understand the principles and implications of various digital marketing strategies, including website marketing, SEO, email and mobile marketing, and social media marketing.
CO 3:	To Implement digital marketing techniques using appropriate tools and platforms for website optimization, email and mobile campaigns, and social media marketing strategies.
CO 4:	To Analyze the effectiveness of different digital marketing strategies and campaigns by examining relevant metrics and performance data.

SECTION A

Block-1 Website Marketing and Search Engine Optimisation

Website Marketing: Concept and Implications, Search Engine Optimization: Introduction, Keyword Planner Tools, On Page SEO Techniques-Indexing and Keyword Placement, Content Optimization

Block-2 Email and Mobile Marketing

E-Mail Marketing: Concept and Implications E-Mail Automation, E-Mail OrientedPromotional Programs.
Mobile Marketing: Concept and Implications, SMS Marketing, Marketing on MobileApplications.

SECTION B

Block -3 Introduction to Social Media Marketing

Introduction to Social Media Marketing: Concept, Comparison and Implications,Social Media-Evolution, Characteristics, Career in Social Media Marketing.

Block 4: 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.

Suggested Readings:

1. Gupta, S. (2020). Digital marketing. McGraw Hill Education (India) Private Limited.

2. Bhatia, P. S. (2017). Fundamentals of digital marketing. Pearson.

3. Kotler, P., Kartajaya, H., & Setiawan, I. (2016). Marketing 4.0: moving from Traditional to Digital. John Wiley & Sons.

4. Ryan, D. (2016). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.

5. Solomon, M. R., & Tuten, T. L. (2017). Social media marketing. Social Media Marketing,

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.