# B.A
# SKILL ENHANCEMENT COURSE
# SEMESTER-V
# (BAB33507T) DIGITAL MARKETING (SEC-3) (ii)

***MAXMARKS:100***
***EXTERNAL:70***
***INTERNAL:30***
***PASS:40%***
***Credits: 4***

**OBJECTIVE:**

To help learners explore several aspects of the new digital marketing environment, acquaint them with the motivations behind data collection and analysis methods used by marketing mentors.

**COURSE OUTCOMES:**

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| CO 1: | Understanding of the key concepts and trends associated with Digital Marketing |
| CO 2: | Hands-on familiarity with the leading tools and techniques used in the customer–facing aspects of Digital Marketing |
| CO 3: | Conceptual and practical education in the best practices used by industry leaders to produce superior business results in the management of Digital Marketing |
| CO 4: | To demonstrate the decision making approaches by using appropriate strategies to accomplish a given job |

**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 willhave four questions each 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 10 questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only atone 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 answer 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.

## Section A

**Unit 1: (Introduction to Digital marketing)**

Digital Market Evolution, Career in Digital Marketing

Digital Consumer: Consumer Characteristics and profiles, Information Search Behavior, Factors Influencing Consumption Behavior, Purchase Decision Process, Post Purchase Behavior and Management.

**Unit 2: (Digital Marketing Strategy)**

Digital Marketing Strategy: Digital vs Non- Digital Marketing Strategy, Digital Marketing Decisions- Product, Price, Distribution and Promotion

## Section B

**Unit 3: (Introduction to Social Media Marketing)**

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

Social Media Customer: Profiles, Behavior and Engagement; Social Media Marketing Strategy.

**Unit 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. Seema Gupta, (2022), Digital Marketing, McGraw Hill Education
2. Punit Singh Bhatia, (2017), Fundamentals of Digital Marketing, Pearson
3. Philip Kotler, (2017) Marketing 4.0: Moving from Traditional to Digital, Publisher Wiley
4. Damian Ryan, (2012) Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Publisher.
5. R Solomon and Tracy, (2013), Social Media Marketing: Pearson New International Edition