B. Com (Hons.) (Accounting and Taxation)
SKILL ENHANCEMENT ELECTIVE COURSE (SEC)
SEMESTER II
(BCB31205T): FUNDAMENTALS OF DIGITAL MARKETING

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

Objective:

To help learners explore several aspects of the new digital marketing. To make them understand frameworks and approaches in order to measure digital actions of the consumers

Course Outcomes:

CO 1:	To learn the key concepts and trends associated with Digital Marketing
CO 2:	To Understand the leading tools and techniques used in the customer–facing aspects of Digital Marketing
CO 3:	To apply 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

SECTION A

Block-1 Introduction to Digital Marketing

Introduction to Digital Marketing: Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing,

Block-2 Digital Consumer:

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

SECTION B

Block-3 Digital Marketing Strategy Formulation and Execution

Digital Marketing Strategy Formulation and Execution.
Digital Marketing Mechanisms: Websites- Company and Retail Service Providers

Block-4 Search Engines

Search Engines- Google, Bing, Ask, Yahoo Video Hosting and Entertainment-Youtube, Amazon Prime, Netflix, Hotstar.

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

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.