

# C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified  
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A<sup>+</sup>** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

## Bachelor of Commerce (BCOM)

### Semester - IV

Course Code	UB4SECOM03	Title of the Course	DIGITAL MARKETING
Total Credits of the Course	02	Hours per Week	02

Course Objectives	1. Familiarize students with the concept of digital marketing.
	2. It further aims to be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.

Course Content		
Unit	Description	Weightage (%)
1.	<b>Digital Marketing: Introduction</b> Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Reasons for Growth. Need for a comprehensive Digital Marketing Strategy. Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click <b>Social Media Marketing:</b> Social Media Marketing: Introduction, Process-Goals, Channels, Implementation, Analyze. Tools: Google and the Search Engine, Facebook, Twitter, YouTube and LinkedIn. Issues: Credibility, Fake News, Paid Influencers; Social Media and Hate/ Phobic campaigns. Analytics and linkage with Social Media. The Social Community.	50 %
2.	<b>Email and Mobile Marketing:</b> Email Marketing: Introduction, email marketing process, design and content, Delivery, discovery. Mobile Marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyse; Enhancing Digital Experiences with Mobile Apps. Pros and Cons; Targeted advertising. Issues: Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas.	50 %

Teaching-Learning Methodology	<ul style="list-style-type: none"><li>• Direct Lecture</li><li>• Power Point Presentations</li><li>• Case Study</li><li>• Questions-Answers during lectures.</li><li>• Group Discussion</li></ul>
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	30 %
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20 %
3.	External Examination	50 %

Course Outcomes	
1.	Understand the concept of digital marketing and its real-world iterations
2.	Articulate innovative insights of digital marketing enabling a competitive edge
3.	Understand how to create and run digital media based campaigns
4.	Identify and utilize various tools such as social media etc.

Suggested References	
Sr. No.	References
1	Dodson, Ian: The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley
2	Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.
3	<b>Additional Reading:</b> 1. Gupta, Sunil: Driving Digital Strategy. Harvard Business Review Press 2. Tuten, Tracy L. and Solomon, Michael R.: Social Media Marketing. Sage 3. Bhatia, Puneet S.: Fundamentals of Digital Marketing. Pearson Kotler, Philip: Marketing 4.0: Moving from Traditional to Digital. Wiley

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**On-Line Resources available that can be used as reference material**

**On-line Resources**

<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>

<https://staenz.com/free-digital-marketing-pdf-books-download/>

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