

Digital Marketing Fundamentals

Aim:

This subject is all about Digital marketing. The study will impart student's knowledge about the Digital marketing. Student will study about the relevance of Digital marketing, Media, internet, writing skills.

Unit-1: Concept of Digital Marketing

What is marketing, What is digital marketing, Key concepts of digital marketing, Benefits of digital marketing, digital marketing evolved, traditional and digital media difference, inbound and outbound marketing

Unit -2 Scope of Digital Marketing

How the internet evolved, search engine, search engine types, tools required in digital marketing, Advertising, online advertising, digital marketing case studies, Career scope in digital marketing

Unit-3 Tools of Digital Marketing

Planning and creating a website, search engine optimization (SEO), social media marketing, search engine marketing (SEM), Content Strategy, Web analysis

Unit- 4 Content Writing: Essentials of Digital Marketing

Writing, content writing, web content Writing, Copy Writing, blog Writing, social media posts, Keywords

Unit-5 Types of Digital Marketing

Marketing, mobile marketing, Design essentials, Email marketing, web remarketing

Reference Books-

1. Google Adwords for Beginners – Cory Rabazinsky
2. Digital Marketing Essentials by Vibrant Publishers
3. Marketing Management by Philip Kotler

Suggest Assessment Scheme:

Assesment 1: Concept of digital marketing 15%

Assesment 2: Scope of digital marketing 20%

Assesment 3: Tools of digital marketing 25%

Assesment 4: Content writing: Essentials of digital marketing 15%

Assesment 5: Types of digital marketing 25%