

GANPAT UNIVERSITY									
FACULTY OF ENGINEERING & TECHNOLOGY									
Programme	Diploma Engineering				Branch	Computer Engineering			
Semester	VI				Version	1.0.0.0			
Effective from Academic Year			2020-21		Effective for the batch Admitted in			JULY 2018	
Subject code	1CE2601		Subject Name		Digital Marketing				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	3	0	1	0	4	Theory	40	60	100
Hours	3	0	2	0	5	Practical	30	20	50

Pre-requisites:
Fundamental knowledge of Software & Hardware

Course Learning Outcomes:
The Course Content should be taught and implemented with an aim to develop different skills leading to achievement of the following competencies and course learning outcomes: T1 Illustrate the role and importance of digital marketing in a rapidly changing business landscape. T2 Discussed the key elements of a digital marketing strategy T3 Illustrate how the effectiveness of a digital marketing campaign can be measured. T4 Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Email Marketing and Mobile Marketing.

Course Content				
Name of UNIT	Unit Content	Unit Learning Outcomes	Marks	Hrs
UNIT-1 INTRODUCTION OF DIGITAL MARKETING	1.1. Digital Media Types 1.2. Determining Your Owned and Earned Social Metrics 1.3. Demystifying Web Data 1.4. Searching for the Right Metrics 1.5. Aligning Digital and Traditional Analytics 1.6. Google Algorithms 1.6.1 Google Panda 1.6.2 Google Humming Bird Update 1.6.3 Google Penguin Update 1.6.4 Google EMD (Exact Match Domain) Update 1.7. Google Webmaster Tool 1.8. Google AdWords 1.9. Google Analytics 1.10. Google Developer / Console Tool	1.1 Types of Digital media 1.2 Determination of web Data 1.3 Traditional Analytics 1.4 Google Algorithms 1.5 Google Webmaster Tool 1.6 Google Adwords 1.7 Google Analytics. 1.8 Google Developer	12	10

<p>UNIT-2 : SEO SEARCH ENGINE OPTIMIZATION</p>	<p>2.1 Introduction to SEO 2.1.1 Definition of SEO 2.1.2 Google Replaces the Phone Book 2.1.3 Working of Search Engines 2.1.4 Long-Tail Concept & Theory 2.1.5 SEO Strategy 2.2 On-Page SEO 2.2.1 Website Content 2.2.2 URL Structure 2.2.3 Title Tags & Meta Tags 2.2.4 Headline Tags 2.2.5 Internal Linking 2.3 Off-Page SEO 2.3.1 Who's Linking to You? 2.3.2 How are they Linking to You? 2.3.3 Using Social Media to Spread Content 2.3.4 Using Email to Spread Content 2.4 Identifying Keywords 2.4.1 Identification of Long-Tail Keywords 2.4.2 Check your Web Analytics 2.4.3 Keyword Research Tools 2.4.4 Search for Keywords</p>	<p>2.1.1 Definition of SEO 2.1.2 Working of Search Engine 2.1.3 SEO Strategy 2.2.1 Website Content 2.2.2 URL Structure 2.2.3 Title Tags & Meta Tags 2.2.4 Headline Tags 2.2.5 Internal Linking 2.3.1 Social Media to Spread Content 2.3.2 Email to Spread Content 2.4.1 Long Tail Keywords 2.4.2 Web Analytics 2.4.3 Keyword Research Tool</p>	<p>12</p>	<p>10</p>
<p>UNIT-3: SEM SEARCH ENGINE MARKITTING</p>	<p>3.1 Differences Between SEO & SEM 3.2 Cohesive Campaigns 3.3 Relevant Ad Placement 3.4 Ad Rank & Ad Positioning — Google Ad Rank</p>	<p>3.1 Differences Between SEO & SEM 3.2 Cohesive Campaigns 3.3 Relevant Ad Placement 3.4 Ad Rank & Ad Positioning — Google Ad Rank</p>	<p>12</p>	<p>8</p>
<p>UNIT 4 E-MAIL MARKETING</p>	<p>4.1 Introduction of E-mail marketing 4.2 Elements of E-mail marketing 4.3 E-mail – a vital component of digital marketing 4.4 Case-Study of E-mail Marketing</p>	<p>4.1 E-mail marketing. 4.2 Elements of E-mail marketing 4.3 E-mail – a vital component of digital marketing 4.4 Case-Study of E-mail Marketing</p>	<p>8</p>	<p>7</p>
<p>UNIT-5 Mobile Marketing</p>	<p>5.1 Mobile – market size and rate of growth 5.2 Mobile – Web 2.0 5.3 Mobile gaming 5.4 Mobile applications 5.5 Measuring mobile 5.6 Mobile privacy</p>	<p>5.1 Mobile – market size and rate of growth 5.2 Mobile – Web 2.0 5.3 Mobile gaming 5.4 Mobile applications 5.5 Measuring mobile</p>	<p>8</p>	<p>4</p>

	5.7 Building a multichannel marketing strategy	5.6 Mobile privacy 5.7 Building a multichannel marketing strategy		
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List of Practical		
No.	Unit	Name of Practical
1	1	Case study about digital marketing
2	1	To generate Effective Websites with WordPress
3	1	Case Study about CRM Platform
4	2	Write how to use SEO contents
5	2	Case Study About how to improve site speed
6	2	Create URL Optimization
6	2	Removing bad outbound links, fixing internal link structure, removing dead links
7	2	Create design and page structure with blog posting and Article posting
8	2	Learn how to do Social Bookmarking
9	2	Creating proper tags, anchor text links and image tags
10	3	Finalizing readability and usability of your website
11	3	Create page of Social media Marketing & case study of brand awareness
12	1	How to join Google AdWords and create campaign
13	4	Learn how to do email marketing with mail chimp and Bronto.
14	5	Case study about Framework of Mobile Marketing Environment
15	5	Final Presentation

List of Instruments / Equipment / Trainer Board	
1	Desktop Computer Parts

List of Text Books			
No	Title of Reference Books	Authors	Publication
1	Digital Marketing For Dummies	Ryan Deiss & Russ Heneberry	Dummies

List of Reference Books			
No	Title of Reference Books	Authors	Publication
1	Understanding Digital Marketing	Damian Ryan	-