Lok Jagruti Kendra University
University with a Difference

Diploma
in
Computer Science &
Engineering

Course Code: 025130606

Applied Digital Marketing

Programme / Branch Name			Diploma in Computer Science & Engineering		
Course Name	Applied Digital Marketing			**Course Code**	025130606
Course Type	HSSC	BSC	ESC	PCC	OEC	PEC

Legends: HSSC: Humanities and Social Sciences Courses   BSC: Basic Science Courses
ESC: Engineering Science Courses   PCC: Program Core Courses
OEC: Open Elective Courses   PEC: Program Elective Courses

1. Teaching and Evaluation Scheme

Teaching Hours / Week / Credits				Evaluation Scheme			
L	**T**	**P**	**Total Credit**	**CCE**	**SEE (Th)**	**SEE (Pr)**	**TOTAL**
3	0	4	5	50	50	50	150

Legends:

L: Lectures   T: Tutorial   P: Practical
CCE: Continuous & Comprehensive Evaluation
SEE (Th):   Semester End Evaluation (Theory)
SEE (Pr):   Semester End Evaluation (Practical)

2. Prerequisites

✓ Basic knowledge of Website Development
✓ Basic knowledge of Internet

3. Rationale

Nowadays, social media platforms are essential to survive and thrive in the age of digital communication. Digital Marketing is at its peak. Compared to the old traditional marketing methods, this new marketing method allows you to reach your brand and sell it globally. Understand the application of digital marketing, execute marketing campaigns in digital format and how to apply digital marketing tools to gain competitive advantage in the market, use web analytics to analyse consumer buying behaviour and deliver the right product or service to the right customer.

4. Objectives

✓ This course aims to help the students to attain the following industry-identified competency through various teaching-learning experiences.
  • To understand holistic impact of all Digital Marketing channels.
  • To understand emerging trends in Digital Marketing and critically assess the use of Digital Marketing tools by applying relevant marketing theories and frameworks.

5. Contents

Unit No.	Topics	Sub-Topics	Learning Outcomes	% Weightage	Hours
1	**Content Writing and Blogging**	1.1. Introduction to Content Writing 1.2. Role of a Content Writer 1.3. Processes and Principles of Writing 1.4. Planning, Creating, Distributing & Promoting Content 1.5. Understanding Audience 1.6. Basic Overview of Blogging	• To understand basic concepts of Content Writing • Knowledge of various styles and techniques of writing and editing	20	8
2	**Web Analytics**	2.1. Introduction of Content 2.2. Marketing Concepts & Strategies 2.3. Optimize Website UX & Landing Pages 2.4. Measure Impact; Metrics & Performance	• To learn how to track and analyze a website visitor's actions via Google Analytics • Measure of Website Ranking on Google Search Engines	25	10
3	**E-Commerce Management**	3.1. Introduction to Social Media 3.2. Evolution of Social Media 3.3. Security in E-Commerce 3.4. Issues in E-Commerce	• To get advanced knowledge of social media • To understand security & issues in e-commerce	20	8
4	**Email and Affiliate Marketing**	4.1. Introduction to Email Marketing 4.2. Email Marketing Process 4.3. Essential Elements for Successful Emails 4.4. Email Marketing Tools 4.5. Campaign Planning	• To understand types of emails sent through email and marketing tools to create, manage and analyze these campaigns • To learn about advertisement through Affiliate Marketing	15	8

5	**Video Marketing**	5.1.Introduction of Video Advertising 5.2.Creating Video Campaigns 5.3. Measurement & Optimization 5.4. Creating & Managing a YouTube Channel	• To learn script writing and execution of a video and how to promote it using the right platforms • How to strategize video content that will result in positive brand awareness	20	8
			Total Hours		**42**

6. List of Practicals / Exercises

The practical/exercises should be properly designed and implemented in an attempt to develop different types of skills so that students can acquire the competencies/program outcomes. Following is the list of practical exercises for guidance.

Sr. No.	Practical / Exercises	Key Competency	Hours
1	Demonstrate the implementation of Content Writing.	To know how to write the correct content for the post	4
2	Write a Blog on different kinds of title to demonstrate the Blogging.	Write the blogs on different types of titles	4
3	Demonstrate the implementation of Website Analytics using different tools.	To learn about various tools to be used for analytics like Semrush	4
4	Demonstrate the implementation of E-Commerce website management and analytics.	To understand how websites are used for marketing by monitoring their traffic	4
5	Demonstrate the implementation of Google My Business(GMB) And local listing.	To learn how to add your business address on Google	4
6	Demonstrate the implementation of Integrated Digital Marketing Strategy.	To understand how actually data is integrated for marketing strategy	4
7	Demonstrate the implementation of Inbound Marketing.	To learn how to reach organic traffic	4
8	Demonstrate the implementation of Email Marketing.	To learn how to do marketing through Email Marketing	4
9	Demonstrate the implementation of Affiliated Marketing.	To learn how to do marketing through Affiliated Marketing	4
10	Demonstrate the implementation of Video Marketing using YouTube.	To learn how to do marketing through Youtube and how it will used for Video Marketing	4
11	Demonstrate the implementation of Marketing Automation.	To learn various kinds of integration and management like CRM integration	4

12	Demonstrate the implementation of Pay Per Click (PPC).	To learn how to do bidding and ads strategy	4
13	Demonstrate the implementation of Media Buying.	To know about the media buying strategic process	4
14	Demonstrate the implementation of various Advanced Tools.	To learn about various advanced tools like Ahref	4

Total Hours   56

7. Suggested Specification Table with Hours

Unit No.	Chapter Name	Teaching Hours	Distribution of Topics According to Bloom's Taxonomy					
			R %	U %	App %	C %	E %	An %
1	Introduction of Content Writing and Blogging	8	40	40	10	-	5	5
2	Web Analytics	10	25	30	25	5	5	10
3	E-commerce Management	8	30	35	20	5	5	5
4	Email and Affiliated Marketing	8	30	30	20	5	5	10
5	Video Marketing	8	25	25	35	5	5	5

Legends: R: Remembering   U: Understanding
         App: Applying   C: Creating
         E: Evaluating   An: Analyzing

8. Textbooks

1) Epic Content Marketing: Joe Pulizzi, Publisher- McGraw-Hill Education
2) Digital Marketing for Dummies, by Ryan Deiss & Russ Henneberry, Publisher-Wiley.

9. Reference Books

1) The Digital Marketing Landscape by Jessica Rogers
2) The Best Digital Marketing Campaigns in the World, Damian Ryan, Calvin Jones,Kogan Page Publisher
3) The Art of SEO, Eric Enge, Stephan Spencer, Jessie Stricchiola, Publisher- O'Reilly Media

10. Open Sources (Website, Video, Movie)

1) https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing
2) https://www.seokhazana.com/
3) https://moz.com/beginners-guide-to-seo
4) https://www.youtube.com/watch?v=83RXYrqRLeM