



Lok Jagruti Kendra University
University with a Difference

Diploma in Artificial Intelligence & Machine Learning



Course Code: 025090506

Digital Marketing Fundamentals

Programme / Branch Name				Diploma in Artificial Intelligence & Machine Learning		
Course Name	Digital Marketing Fundamentals				Course Code	025090506
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 the Internet

3. Rationale

In this era, social media platforms are crucial to survive and thrive in this age of digital communication. Digital Marketing is at its peak. Compared to the old methods of traditional marketing, this new method of marketing takes you to reach your brand & sell worldwide. To understand the applications of Digital Marketing to undertake marketing campaigns in digital format and how to apply the tools of Digital Marketing to gain competitive advantage in the market to analyze consumer buying behavior using web analytics and offer the right products or services to the right customers.

4. Objectives

- ✓ This course aims to help the students to attain the following industry-identified competency through various teaching-learning experiences.
 - To understand current trends/technology used for Digital Marketing.
 - To understand social media and Digital Marketing.
 - To understand Search Engine Optimization.
 - To compare different social media marketing platforms.

5. Contents

Unit No.	Topics	Sub-Topics	Learning Outcomes	% Weightage	Hours
1	Introduction of Digital Marketing	1.1. Introduction to Digital Marketing 1.2. Understanding Basics of HTML 1.3. Keyword 1.4. Research of Keywords with Google Keyword Planner 1.5. Use of pictures for Digital Marketing	<ul style="list-style-type: none"> To understand Digital Marketing To understand how data is actually shown in the browser To know what exactly the user searches for Get the knowledge about writing correct keywords for websites or domains 	20	08
2	Search Engine Optimization	2.1. Introduction of SEO 2.2. Types of SEO 2.3. Google algorithms and Google analytics 2.4. Blended SEO 2.5. SEO Tools 2.6. On-Page and Off-Page Optimization	<ul style="list-style-type: none"> To understand the basic concept of SEO To understand how actual data works and where it comes from To know about Universal Search To learn about various tools of SEO and different types of link buildings 	25	10
3	Introduction of Social media	3.1. Introduction to social media and how it has changed over time 3.2. Identify various types of social media 3.3. Identify the basic uses of social media 3.4. Positive and negative influences of social media 3.5. Evolution of Facebook and Twitter	<ul style="list-style-type: none"> To understand how social media plays a big role in Digital Marketing To understand how posts can be uploaded on social media To understand how to use Facebook and Twitter in SEO 	20	08
4	Social media Giants	4.1. Uses of social media in personal, academic and professional realms 4.2. Security features for each platform 4.3. Strategies for achieving academic and professional goals	<ul style="list-style-type: none"> To understand Organic and Paid reach at social media To understand how to secure your content from others Setting up your Profiles at social media 	15	08

		4.4. Steps to develop personal and professional accounts			
5	Social media Marketing	5.1. Introduction of social media Marketing (SMM) 5.2. Importance of SMM 5.3. SMM vs SMO 5.4. Types of accounts to concentrate 5.5. Google AdSense	<ul style="list-style-type: none"> To understand how to sell or do marketing on social media To know about SMM and SMO To know about Google AdSense 	20	08

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	To demonstrate the implementation of business scenario in Digital Marketing.	To know how to do marketing of products or services using digital technologies on the internet.	2
2	Write a program to create the Digital Marketing webpage.	Create website for Digital Marketing	4
3	Demonstrate the implementation of Search Engine Optimization and Search Engine Marketing.	To learn how to create the right keyword from keyword planner.	4
4	Demonstrate the implementation of keyword research and keyword stuffing.	To learn how to get the right keyword for a domain.	4
5	Demonstrate the implementation of on-page SEO.	To learn use the various aspects of on page SEO.	2
6	Demonstrate the implementation of off-page SEO.	To learn the various aspects of off page SEO	4
7	Demonstrate the implementation of google analytics to analyze website performance.	Get knowledge about traffic on websites.	4
8	Demonstrate to create promotional banner through Canva.	To learn to create promotion banners using Canva.	4
9	Demonstrate the implementation of Facebook promotion using banners.	To learn to use Facebook to do promotion.	4
10	Demonstrate the implementation of Youtube channel and analysis it.	To learn to create a Youtube channel and analyze it	4
11	Demonstrate the implementation of Twitter marketing.	Understand marketing on Twitter	4
12	Demonstrate the implementation of Instagram marketing.	Understand marketing on Instagram	4
13	Demonstrate the implementation of Email marketing.	Understand marketing through email	4

14	Demonstrate the implementation of use of various social media in Digital Marketing.	To learn how different social media are used for marketing.	4
15	Demonstrate the implementation of Digital Marketing final analysis and report.	To learn to create a final report of webpage.	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 Digital Marketing	8	40	40	10	-	5	5
2	Search Engine Optimization	10	25	30	25	5	5	10
3	Introduction to Social media	8	30	35	20	5	5	5
4	Social media Giants	8	30	30	20	5	5	10
5	Social media 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 Source (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>

