

DIGITAL MARKETING – IRC 4

Semester - 1

DIGITAL MARKETING – IRC 4A:

(Credits: Theory-01 + Practical 02)

Marks: ⁵⁰ 75 (ESE: 3 Hrs) ²⁵ 50

Pass Marks: Th (ESE) = 30 ²⁰

Instruction to Question Setter for

End Semester Examination (ESE 75 marks):

There will be two group of questions. Group A is compulsory which will contain three questions. Question No.1 will be very short answer type consisting of five questions of 1 mark each. Question No.2 & 3 will be short answer type of 5 marks. Group B will contain descriptive type six questions of fifteen marks each, out of which any four are to answer.

Note: There may be subdivisions in each question asked in Theory Examinations.

Course Content:

UNIT-I Introduction

1. What is marketing?
2. What is Digital Marketing? Understanding Marketing Process Understanding Digital Marketing Process
3. Increasing Visibility, What is visibility? Types of visibility, Examples of visibility
4. Visitors Engagement, What is engagement? Why it is important Examples of engagement Bringing Targeted Traffic
5. Inbound and outbound marketing
6. Converting Traffic into Leads, Types of Conversion, Understanding Conversion Process Tools Needed

UNIT-II Digital Marketing Vs. Traditional Marketing

1. What's the difference between digital marketing and traditional marketing, and why does it matter?
2. Benefits of Traditional Marketing
3. The Downside to Traditional Marketing Benefits of Digital Marketing
4. Why Digital Marketing Wins Over Traditional Marketing? Tools of Digital Marketing
5. How We Use Both Digital & Traditional Marketing

UNIT-III Website Planning Process

1. What is Internet?
2. Understanding domain names & domain extensions Different types of websites
3. Based on functionality Based on purpose
4. Planning & Conceptualising a Website Booking a domain name & web hosting Adding domain name to web Server Adding webpages & content
5. Adding Plugins
6. Building website using CMS in Class Identifying objective of website Deciding on number of pages required Planning for engagement options Landing Pages & Optimization Creating blueprint of every webpage Best & Worst Examples

UNIT-IV Search Engine Optimization

1. Understand Search Engines & Google
2. What is SEO? Introduction to SERP What are search engines? How search engines work
3. Major functions of a search engine What are keywords?

4. Different types of keywords Google keyword planner tool Keywords research process Understanding keywords mix Long Tail Keywords
5. Google Search Tips & Hacks

DIGITAL MARKETING PRACTICAL- IRC 4A LAB:

Marks: Pr (ESE: 3Hrs) ~~20~~ 50

Pass Marks: Pr (ESE) = 10

20

Instruction to Question Setter for

End Semester Examination (ESE):

There will be one Practical Examination of 3Hrs duration. Evaluation of Practical Examination may be as per the following guidelines:

| | |
|----------------------------------|------------|
| <i>Experiment/Activities</i> | = 15 marks |
| <i>Practical record notebook</i> | = 05 marks |
| <i>Viva-voce</i> | = 05 marks |

40

PRACTICALS:

60 Lectures

1. What is Search Engine's Algorithms?
2. How Algorithms Works?
3. Why a Search Engine needs to update its Algorithm?
4. Why a Search Engine penalizes a Website?
5. How to optimize your site for Google
6. Creating Facebook page
7. Uploading contacts for invitation
8. Exercise on fan page wall posting
9. Increasing fans on fan page
10. How to do marketing on fan page (with examples)
11. Fan engagement
12. Important apps to do fan page marketing
13. Facebook advertising
14. Types of Facebook advertising
15. Best practices for Facebook advertising
16. Understanding Facebook best practices