

GUJARAT UNIVERSITY

K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) Integrated Degree Course]

Semester-8 [M.Sc. (CA & IT)]

Subject Code: - KS_C_CC-482

Subject Name: - Digital Marketing

Course Credit: - 2

Objective:

To understand the basics of Digital Marketing in today's competitive world. Learn the difference between Traditional Marketing and Digital Marketing. Create digital strategy development and planning. To gain basic knowledge on how to use the Social Media for marketing your or company brand. Learn the concepts of SEO, Web Analytics, Influencers marketing & Content marketing. Brief overview on LinkedIn Marketing, Instagram Marketing, Facebook Marketing, Email Marketing & You Tube Marketing

Unit No.	Course Content	Weight-age (%)
1	Introduction of Marketing & Digital Marketing: - Understanding traditional marketing. Learn 5 Ps of marketing. TCEO Model (Think, Create, Engage & Optimise). Understanding of Digital Marketing.	(20%)
2	Demystifying Digital Marketing & Market Research: -. Collaborating traditional marketing with digital tools for digital marketing. Understanding market research and benefits of the research. Practical work on Google Forms for research understanding through digital means.	(20%)
3	Digital Strategy Development & Planning: - Awareness. AIDA Model. What is REAN and What does it stand for? Types of Digital Marketing & Channels. Benefits and Advantages of Digital Marketing.	(20%)
4	Social Media Marketing: - Why Social Marketing over Traditional Marketing. Social Media vs Digital Media. Social Engagements. Social Media Marketing Apps – Facebook / Instagram / LinkedIn	(20%)
5	Website Planning & Process: - Inbound and Importance of Website. Portal vs Website. Platform vs Page. Portal or a Website. SEO – Integrated Digital Marketing.	(20%)

Recommended Lecture Scheme: Approximately 30 to 35 hours in a semester

Recommended Practical Scheme: Not Applicable

Main Reference Book:

1. Digital Marketing – From Fundamentals to Future By Swaminathan T.N. / Karthik Kumar

Reference Book:

1. E-Marketing – The Essential Guide to Digital Marketing (5th Edition)
By Rob Stokes and the Minds of Quirk