# SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

## (AUTONOMOUS)



Syllabus of Digital Marketing under NEP 2020 Vertical - OE with effect from 2024-25

## Department of Commerce & Management

## Head of the Department/Sr. Person: Prof. Dr. Anupama Nerurkar

## Date of approval by the Board of Studies (Commerce & Management): 25/04/2024

## Approved by the Academic Council on: 29/04/2024

## Ratified by the Governing Body on: 06/05/2024

| Programme : Bachelor of Commerce (Banking and Insurance) | Semester : II | | | | | |
|---|---|---|---|---|---|---|
| Course : Digital Marketing<br>Academic Year: 2024-2025<br>Batch: 2024-2027 | Code:<br>UGBBIIOE324 | | | | | |
| Teaching Scheme | Evaluation Scheme | | | | | |
| Lectures | Practical | Tutorials | Credits | Internal Continuous Assessment (ICA) (weightage) | Term End Examinations (TEE) (weightage) | |
| 30 | Nil | Nil | 2 | 20 marks/40% of the total marks | 30 marks/60% of the total marks | |

| Learning Objectives : | 1. To familiarize students with digital marketing and its current and future evolutions.<br><br>2. To be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns |
|---|---|
| Learning Outcomes : | 1. To understand the concept of digital marketing and its real-world iterations<br><br>2. To articulate innovative insights of digital marketing enabling a competitive edge in banking industry<br><br>3. To understand how to create and run digital media-based campaigns<br><br>4. To identify and utilise various tools of social media marketing in banking industry |
| Pedagogy: | Classroom Teaching,<br><br>Presentations,<br><br>Case-studies,<br><br>Group discussions,<br><br>Practical assignment |

**Each lecture session would be of one hour duration (30 sessions).**

| Module | Module Content | Module Wise Pedagogy Used | Module Wise Duration/ Lectures |
|---|---|---|---|
| I | **INTRODUCTION TO DIGITAL MARKETING**:<br><br>● Traditional marketing, Reason for the growth of digital marketing,<br><br>● Need for a comprehensive Digital Marketing Strategy, Search Engine Optimization<br><br>● Concept of Pay Per Click, Social Media Marketing<br><br>● Social media marketing Goals, Channels, Implementation.<br><br>● Tools: Google and the Search Engine, Facebook, Twitter, YouTube and LinkedIn.<br><br>● Challenges: Credibility, Fake News, Paid Influencers; and Hate/ Phobic campaigns.<br><br>● The Social Community. | Group discussion,<br><br>Case studies | 15 |
| II | **EMAIL AND MOBILE MARKETING:**<br><br>● Introduction to email marketing, email marketing process<br><br>● Introduction to mobile marketing, Process of mobile marketing; Enhancing Digital Experiences with Mobile Apps.<br><br>● Pros and Cons of Mobile marketing; Targeted advertising.<br><br>● Ethical Issues: Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas. | Case studies,<br><br>Presentations<br><br>Assignments<br><br>Simulation | 15 |

## REFERENCE BOOKS

| | ● Managing Digital Marketing: Content Production; Video based marketing; User Experience; Future of Digital Marketing. | | |
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1. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson uk.

2. Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321-339.

3. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0—Moving from Traditional to Digital. Hoboken, NJ: John Wiley and Sons.

# QUESTION PAPER PATTERN

## Internal Continuous Assessment (ICA) Pattern

| Particulars | Marks |
|---|---|
| Presentation/Viva Voce | 10 |
| Assignment/Project | 10 |
| Total | 20 |

## Term End Examinations (TEE)

## Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

All questions are compulsory.

| Question No. | Description | Total Marks |
|---|---|---|
| 1 | A. Full Length Theory Question **OR** | 12 |
| | B. Full Length Theory Question | |
| 2 | A. Full Length Theory Question **OR** | 12 |
| | B. Full Length Theory Question | |
| 3 | Concept testing (**Any 2 out of 3**) | 6 |

The Full-length theory questions of 12 marks each may be split up into two smaller problems carrying 6 marks each.