

DIGITAL MARKETING			
Course Code	21AG582	CIE Marks	50
Teaching Hours/Week (L:T:P: S)	0:2:0:0	SEE Marks	50
Total Hours of Pedagogy	30	Total Marks	100
Credits	01	Exam Hours	01
Course objectives: <ul style="list-style-type: none">To provide with the knowledge about business advantages of the digital marketing and its importance for marketing success;To develop a digital marketing plan;To make SWOT analysis;To define a target group;To get introduced to various digital channels, their advantages and ways of integration;To integrate different digital media and create marketing content;To optimize a Website and SEO optimization;To create Google AdWords campaigns; social media planning;To get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing.			
Teaching-Learning Process (General Instructions) <p>These are sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.</p> <ol style="list-style-type: none">Adopt different types of teaching methods to develop the outcomes through PowerPoint presentations and Video demonstrations or Simulations.Chalk and Talk method for Problem Solving.Adopt flipped classroom teaching method.Adopt collaborative (Group Learning) learning in the class.Adopt Problem Based Learning (PBL), which fosters students' analytical skills and develops thinking skills such as evaluating, generalizing, and analysing information.			
Module-1			
Introduction to the Course and Work plan, Introduction of the digital marketing, Digital vs. Real Marketing, Digital Marketing Channels, Creating initial digital marketing plan, Content management, SWOT analysis, Target group analysis, Web design, Optimization of Web sites, MS Expression Web			
Teaching-Learning Process	1. Power-point Presentation, 2. Video demonstration or Simulations, 3. Chalk and Talk		
Module-2			
SEO Optimization, Writing the SEO content Google AdWords- creating accounts, Google AdWords- types Introduction to CRM, CRM platform, CRM models			
Teaching-Learning Process	. 1. Power-point Presentation, 2. Video demonstration or Simulations, 3. Chalk and Talk		
Module-3			
Introduction to Web analytics, Web analytics – levels, Introduction of Social Media Marketing Creating a Facebook page, Visual identity of a Facebook page, Types of publications Business opportunities and Instagram options, Optimization of Instagram profiles, Integrating Instagram with a Web Site and other social networks, keeping up with posts			
Teaching-Learning Process	1. Power-point Presentation, 2. Video demonstration or Simulations, 3. Chalk and Talk		
Module-4			
Business tools on LinkedIn, Creating campaigns on LinkedIn, Analyzing visitation on LinkedIn Creating business accounts on YouTube, YouTube Advertising, YouTube Analytics Facebook Ads, Creating Facebook Ads, Ads Visibility			

Teaching-Learning Process	1. Power-point Presentation, 2. Video demonstration or Simulations, 3. Chalk and Talk
Module-5	
E-mail marketing, E-mail marketing plan, E-mail marketing campaign analysis, Keeping up with conversions Digital Marketing Budgeting- resource planning, cost estimating, cost budgeting, cost control	
Teaching-Learning Process	1. Power-point Presentation, 2. Video demonstration or Simulations, 3. Chalk and Talk
Course outcome (Course Skill Set) At the end of the course the student will be able to: <ul style="list-style-type: none"> to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceive ways of the integration taking into consideration the available budget. 	
Assessment Details (both CIE and SEE) The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing mark for the CIE is 40% of the maximum marks (20 marks out of 50). A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/ course if the student secures not less than 35% (18 Marks out of 50)in the semester-end examination(SEE), and a minimum of 40% (40 marks out of 100) in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together Continuous internal Examination (CIE) Three Tests (preferably in MCQ pattern with 20 questions) each of 20 Marks (duration 01 hour) <ol style="list-style-type: none"> First test at the end of 5th week of the semester Second test at the end of the 10th week of the semester Third test at the end of the 15th week of the semester Two assignments each of 10 Marks <ol style="list-style-type: none"> First assignment at the end of 4th week of the semester Second assignment at the end of 9th week of the semester Quiz/Group discussion/Seminar, any two of three suitably planned to attain the COs and POs for 20 Marks (duration 01 hours) The sum of total marks of three tests, two assignments, and quiz /seminar/ group discussion will be out of 100 marks and shall be scaled down to 50 marks Semester End Examinations (SEE): SEE paper shall be set for 50 questions, each of 01 mark. The pattern of the question paper is MCQ (multiple choice questions). The time allotted for SEE is 01 hour . The student has to secure minimum of 35% of the maximum marks meant for SEE.	
Suggested Learning Resources: Books <ol style="list-style-type: none"> Ryan, D. (2014). Understanding Digital Marketing Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited The Beginner's Guide to Digital Marketing (2015). Digital Marketer Pulizzi,J.(2014) Epic Content Marketing, Mc-graw Hill Education. 	
Web links and Video Lectures (e-Resources):	

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Activity Based Learning (Suggested Activities in Class)/ Practical Based learning

Define a Target Group; Creating Web Sites; Writing the SEO content; SEO Optimizacija; Google AdWords; CRM Platform; Social Media Marketing Plan; Making a Facebook page; Budgeting; Final presentation.


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