

Digital Marketing		Semester	IV
Course Code	BME456B	CIE Marks	50
Teaching Hours/Week (L: T:P: S)	1:0:0:0	SEE Marks	50
Total Hours of Pedagogy	15	Total Marks	100
Credits	01	Exam Hours	01
Examination type (SEE)	Theory		
Course objectives: <ul style="list-style-type: none">To focuses on the importance of digital marketing and its applications and to introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyse, plan, execute and evaluate a digital marketing strategy.			
Teaching-Learning Process (General Instructions) <p>These are sample Strategies, which teachers can use to accelerate the attainment of the various course outcomes.</p> <ul style="list-style-type: none">Adopt different types of teaching methods to develop the outcomes through PowerPoint presentations and Video demonstrations.Adopt flipped classroom teaching method.Adopt collaborative (Group Learning) learning in the class.			
Module-1			
Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM. Email Marketing-Need for Emails, Types of Emails, options in Email advertising, Mobile Marketing.			
Module-2			
Social Media Marketing -Introduction to Blogging. Introduction to Face book, Twitter, Google +, LinkedIn, YouTube, Instagram and Pinterest; their channel advertising and campaigns.			
Module-3			
Acquiring & Engaging Users through Digital Channels: Understanding the relationship between content and branding and its impact on sales, search engine marketing, mobile marketing, video marketing, and social-media marketing.			
Module-4			
Designing Organization for Digital Success: Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, how digital marketing is adding value to business, and evaluating cost effectiveness of digital strategies			
Module-5			
Digital Innovation and Trends: The contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing, Understanding trends in digital marketing – Indian and global context, online communities and co-creation.			


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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) and for the SEE minimum passing mark is 35% of the maximum marks (18 out of 50 marks). A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/ course if the student secures 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)

- For the Assignment component of the CIE, there are 25 marks and for the Internal Assessment Test component, there are 25 marks.
- The first test will be administered after 40-50% of the syllabus has been covered, and the second test will be administered after 85-90% of the syllabus has been covered
- Any two assignment methods mentioned in the 22OB2.4, if an assignment is project-based then only one assignment for the course shall be planned. The teacher should not conduct two assignments at the end of the semester if two assignments are planned.
- For the course, CIE marks will be based on a scaled-down sum of two tests and other methods of assessment.

Internal Assessment Test question paper is designed to attain the different levels of Bloom's taxonomy as per the outcome defined for the course.

Semester End Examinations (SEE)

SEE paper shall be set for 50 questions, each of the 01 marks. The pattern of the question paper is MCQ (multiple choice questions). The time allotted for SEE is **01 hour**. The student has to secure a minimum of 35% of the maximum marks meant for SEE.

OR

MCQ (Multiple Choice Questions) are preferred for 01 credit courses, however, if course content demands the general question paper pattern that followed for 03 credit course, then

- The question paper will have ten questions. Each question is set for 10 marks.
- There will be 2 questions from each module. Each of the two questions under a module may or may not have the sub-questions (with maximum sub-questions of 02, with marks distributions 5+5, 4+6, 3+7).
- The students have to answer 5 full questions, selecting one full question from each module.

Suggested Learning Resources:

Books

1. Fundamentals of Digital Marketing by Puneet Singh Bhatia, Pearson
2. Mouty Maiti: Internet Marketing, Oxford University Press India
3. Vandana, Ahuja; Digital Marketing, Oxford University Press India (November, 2015).
4. Eric Greenberg, and Kates, Alexander; Strategic Digital Marketing: Top Digital Experts
5. Share the Formula for Tangible Returns on Your Marketing Investment; McGraw-Hill Professional (October, 2013).
6. Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014).
7. Tracy L. Tuten & Michael R. Solomon: Social Media Marketing (Sage Publication)

Web links and Video Lectures (e-Resources):

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