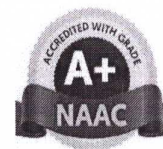


# SHRI GNANAMBICA DEGREE COLLEGE: MADANAPALLE



(AUTONOMOUS)  
Course 8: DIGITAL MARKETING (MAJOR)  
SEMESTER III  
(W.E.F.2024-25)  
Program: BCOM (CA)



Hours per week: 4

Credits: 3

## Course Objectives:

The course aims to identify the impact of the digital space and digital marketing in reaching out to customers. It helps students understand the importance of search engines and explain how they function. Learners will be able to define Email Marketing and gain knowledge on how Social Media Marketing can be effectively used by marketers to engage audiences and promote products or services.

## Course Outcomes:

Upon successful completion of the course, students will be able to:

Use digital media for the creation and promotion of products and services, and relate the role of search engines within the digital marketing ecosystem, Apply Search Engine Marketing (SEM) techniques for online advertisements and understand the use of social media platforms such as Facebook, Twitter, YouTube, and LinkedIn for marketing purposes, Outline Email Marketing concepts and develop strategies to design and implement effective email marketing campaigns.

### Unit 1

**Digital Marketing:** Introduction to Digital Marketing, Traditional Vs. Digital Marketing, Characteristics of Digital Marketing, Digital Marketing Strategy, Understanding Digital Consumer.

### Unit 2

**Online Advertising:** Introduction, Objective, Where to Advertise, Online Ad Format, Search Engine Ad, Network Advertising, Landing Pages.

### Unit3

**Email Marketing:** Introduction, Types of Email, Email Marketing Campaign Process, Email Marketing Tools, Advantages and Disadvantages, Email Tracking.

### Unit4

**Social Media Marketing(SMM):** What is Social Media Marketing, Characteristics of a Successful Social Media Marketer, Social Media Marketing Plan, Social Media Marketing Tools, Social Media Monitoring, Social Media: Facebook, Twitter.



*C Mahesh Babu*  
CHAIRMAN  
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## Unit5

**Search Engine Optimization (SEO):** Understanding SEO, Search Engine Optimization Process –Goals, On-Page Optimization, Off- Page Optimization, Search Engine Result Process (SERP), SEO Tools.

### References:

1. DigitalMarketingbySeema Gupta,McGraw HillEducation
2. FundamentalsofDigital MarketingbyPunitSinghBhatia,Pearson
3. Basicsof DigitalMarketing-Course(swayam2.ac.in)



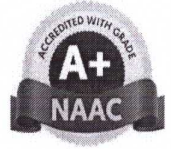
*C Mahesh Babu*

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MADANAPALLE - 517 325

# SHRI GNANAMBICA DEGREE COLLEGE: MADANAPALLE



(AUTONOMOUS)  
Course 8: DIGITAL MARKETING (MAJOR) - Practicals  
SEMESTER III  
(W.E.F.2024-25)  
Program: BCOM (CA)



Hours per week: 2

Credits: 1

## List of Experiments

1. Digital Marketing Implementation in Business Scenario
2. Create the Digital Marketing Webpage
3. Conducting the Search Engine Optimization and Search Engine Marketing
4. Using Google Analytics to analyze website performance
5. Creating Promotional banner through Canva
6. Face book Promotion using banners
7. Creating YouTube Channel for Marketing
8. Twitter Marketing
9. Instagram Marketing
10. Email Marketing



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# SHRI GNANAMBICA DEGREE COLLEGE: MADANAPALLE

(AUTONOMOUS)

Course 8: DIGITAL MARKETING (MAJOR)

SEMESTER III

(W.E.F.2024-25)

Program: BCOM (CA)

Question Paper – Blue Print

Time : 3 Hrs

Marks : 70

## PART-A

Answer any 4 of the 8. Each Question Carries 5 marks.

(4 x 5 =20)

1. Question
2. Question
3. Question
4. Question
5. Question
6. Question
7. Question
8. Question

## PART-B

Answer one from each unit. Each Question Carries 10 marks.

(5X10=50)

### UNIT 1

9. Question

OR

10. Question

### UNIT 2

11. Question

OR

12. Question

### UNIT 3

13. Question

OR

14. Question

### UNIT 4

15. Question

OR

16. Question

### UNIT 5

17. Question

OR

18. Question



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