



बिरसा मुंडा द्रायबल युनिवर्सिटी

Birsa Munda Tribal University

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

B.Com. Programme

Subject Code & Name: - BC05SECC01: Digital Marketing

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
2	0	0	2	25	0	25	0

Programme Name	B.Com
Semester	5
Course Code	BC05SECC01
Course Title	Digital Marketing
Course Content Type (Th./Pr.)	Th.
Course Credit	2
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	30 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To understand the concept, scope, and importance of digital marketing compared to traditional marketing.
2. To explore the digital marketing landscape, including ethical issues and regulatory frameworks in India.
3. To demonstrate techniques for Search Engine Optimization (SEO) and online advertising formats.

Prerequisites (if any)

Learning Outcomes

After completion of the course, learners will be able to:

1. Analyze digital penetration and its benefits to customers in the Indian market.
2. Formulate tactics for domain branding and website design.
3. Explain the concept of SEO and different types of web traffic.
4. Design marketing strategies for social media platforms like Facebook, YouTube, and Instagram.





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Detailed Contents		
UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	INTRODUCTION ➤ Digital marketing: Concept, scope, and importance ➤ Traditional marketing versus digital marketing ➤ Challenges and opportunities for digital marketing ➤ Digital penetration in the Indian market ➤ Benefits to the customer; ➤ Digital marketing landscape: an overview ➤ Ethical issues and legal challenges in digital marketing. ➤ Regulatory framework for digital marketing in India.	15
II	DIGITAL MARKETING PRESENCE ➤ Concept and role of Internet in marketing, ➤ Website design and Domain name branding. ➤ Search engine optimization: stages, types of traffic, tactics ➤ Online Advertising: Types, formats, requisites of a good online advertisement ➤ Email marketing, ➤ Facebook marketing ➤ YouTube and Video marketing ➤ Twitter Marketing ➤ Instagram Marketing: types and strategies,	15
Text Book(s)		
1.		
Reference Books		
1. Chaffey,D., Chadwick, F. E., Johnston, K., & Mayer, R. (2008). Internet Marketing: Strategy, Implementation, and Practice. New Jersey: Pearson Hall. 2. Frost, R. D., Fox, A., & Strauss, J. (2018). E-Marketing. Abingdon: Routledge. 3. Gupta, S. (2018). Digital Marketing. Delhi: Tata McGraw Hill Education. 4. Kapoor, N. (2018). Fundamentals of E-Marketing. Delhi:Pinnacle India. 5. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons. 6. Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies forengaging the Digital Generation. London: Kogan page.		



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Web Resources
1.
Required Software(s) (if any)
Practical(s) (if any)

L:: Lecture, **T::** Tutorial , **P::**Practical

CCE::Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/ surprised), attendance etc. or any combination of these)

PWE::Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE::Semester End Evaluation