



Course Curriculum

Course Code: IPDE209

Course Level UG

Course Title Digital Marketing for Entrepreneurs

Course Description : concepts of digital marketing

Credit Units

L	T	P/S	SW	AS/DS	FW	No. of PSDA	Total Credit Unit
0	1	0	2	0	0	0	2

Course Objectives :

SN	Objectives
1	The aim of the Digital Marketing Course is to provide students 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; how to integrate different digital media and create marketing content; how to optimize a Web site and SEO optimization; how to create Google AdWords c

Pre-Requisites : General

SN. **Course Code** **Course Name**

Course Contents / Syllabus :

SN.	Module	Descriptors / Topics	Weightage
1	1	• 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 • SEO Optimization • Writing the SEO content • Google AdWords- creating accounts • Google AdWords- types	40.00
2	2	• Introduction to CRM • CRM platform • CRM models • 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	30.00
3	3	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 • 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	30.00

Course Learning Outcomes :

SN. **Course Learning Outcomes**

1	• Understand the importance of the digital marketing
2	• Apply the tools and techniques for digital marketing
3	• Create a digital marketing plan

Pedagogy for Course Delivery :

SN.	Pedagogy Methods
1	Through tutorials and hands on activities

Theory /VAC / Architecture Assessment (L,T & Self Work): 100.00 Max : 100

Attendance+CE+EE : 5+95+0

SN.	Type	Component Name	Marks
1	Attendance		5.00
2	End Term Examination (OMR)		0.00
3	Internal	PRESENTATION	10.00
4	Internal	HOME ASSIGNMENT	10.00
5	Internal	PROJECT	40.00
6	Internal	REPORT WRITING	20.00
7	Internal	VIVA VOCE	15.00

Lab/ Practical/ Studio/Arch. Studio/ Field Work Assessment : 0.00 Max : 100

N/A

List of Professional skill development activities :

No.of PSDA : 0

SN.	PSDA Point
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Text & References :

SN.	Type	Title/Name	Description	ISBN/ URL
1	Book	1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Ryan,		
2	Book	2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. Epic Content Mark		