

Sri Venkateswara University
Programme: BBA Honours in DIGITAL MARKETING (Major)

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-I	1	Fundamentals of Commerce	4	4
	2	Business Organization	4	4
Semester-II	3	Fundamentals of Digital Marketing	4	4
	4	E-Marketing	4	4
Semester-III	5	Social Media Marketing	4	4
	6	Search Engine Marketing	4	4
	7	Search Engine Optimization	4	4
	8	Web Analytics	4	4
Semester-IV	9	Affiliate Marketing	4	4
	10	Search Engine Optimisation	4	4
	11	SEMRush	4	4
Semester-V	12	E-Mail Marketing	4	4
	13	Mobile Marketing	4	4
	14	Content Marketing (OR) Content Management System	4	4
	15	IT Tools for Digital Marketing (OR) AI in Digital Marketing		
Semester-VI	Internship			
Semester-VII		Courses will be available in due course of time		
Semester-VIII		Courses will be available in due course of time		

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COURSE STRUCTURE

Sl. No.	Course	Name of the Subject	Total Marks	Internal Exam	Sem. End Exam	Teaching Hours	Credits
1.	Major-Course12	E-Mail Marketing	100	25	75	4	4
2.	Major-Course13	Mobile Marketing	100	25	75	4	4
3.	Major-Course14	Content Marketing (OR) Content Management System	100	25	75	4	4
4.	Major-Course15	IT Tools for Digital Marketing (OR) AI in Digital Marketing	100	25	75	4	4
5.	Minor Paper - I		100	25	75	4	4
6.	Minor Paper - II		100	25	75	4	4
7.	Environmental Education		50	---	50	2	1

SEMESTER-V
COURSE12:E-MAIL MARKETING

Theory

Credits:4

4 hrs/week

Course Objectives:

Email Marketing Course covers marketing strategies and guides in creating effective advertisements to promote a product or service, request business, solicit sales/donations, and build loyalty, trust, and brand awareness.

Learning Outcomes:

Recognize the current landscape of the digital business environment and identify strategies to define, attract, and engage your audience online.

Develop a digital marketing plan designed to meet your goals and objectives for any existing or new business, product, or service.

UNIT-I:Introduction to Email Marketing-Importance of Email Marketing-Popular Email Marketing Tools- Email Marketing Goals- History of Email Marketing- Advantages and Dis Advantages of Email Marketing.

UNIT-II: E-Mail Marketing Understanding : Benefits of Email Marketing- How to write Effective content and subject line-Why Email automation is required-Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines.

UNIT-III: Introduction to Mail-Chimp-Mail-Chimp Structure- Account Setup and Settings- Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site- Import Subscribers in a List.

UNIT-IV:Mail-Chimp: Types of Email Marketing:-Campaigns Creating an Email-What Is the News letter -Design a News letter Reports –Marketing Automation.

UNIT-V: Best Email Marketing Alternatives: Introduction: Mailer Lite- Send In Blue- Active Campaign –Hub Spotetc.

References

1. Author:Tom Corson–Knowless, Email Marketing Mastery.TCK Publishing
2. Author:Susan Gunelius, Publisher: Entrepreneur Press,31May2018,

Activities

- ✓ Written Assignments
- ✓ Oral Presentation
- ✓ Quiz Programme

Format of Model Question Paper

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - V

COURSE12:E-MAIL MARKETING

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following **5 X 3=15 M**

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Section - B

Answer any Five Questions(5 ×12 = 60 Marks)

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SEMESTER-V
COURSE13:MOBILE MARKETING

Theory

Credits:4

4 hrs/week

Course Objective:

To equip the student with basic understanding about mobile marketing and how to promote products by using mobile applications.

Learning Outcomes:

1. Make use of mobile devices to promote products and services.
2. Integrate your mobile marketing strategy with your social media strategy.

UNIT-I: Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing

UNIT-II: Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing

UNIT-III: Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic AdBuying-Incentives and Loyalty Program Mobile Incentive Opportunities Mobile Loyalty Programs- Mobile Rules and Regulations Mobile Marketing Rules and Regulations Mobile Campaign Compliance

UNIT-IV:Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Face book Advertising for Mobile- - Location and Mobile Mobile Marketing Location -Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons- Mobile Website Responsive Design Converting Non-Mobile Websites- Mobile Marketing Analytics Mobile Measurement – Careers in Mobile Marketing Mobile Marketing Opportunities

UNIT-V: Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffers of aware practices practically. Page Creation:

References:

- 2.Mobile Marketing: How Mobile Technology is Revolutionizing Marketing,
Communications and Advertising by Daniel Rowels
3. Tap: Unlocking the Mobile Economy by Anindya Ghose
4. Socialnomics:How Social Media Transforms the Way WeLiveand DoBusiness–
Erik Qualman

Activities:Written Assignments

- Oral Presentation
- Quiz **Programm**

Format of Model Question Paper

Domain Subject: Commerce

Semester-wise Syllabus under CBCS

(w.e.f. 2023-24 Admitted Batch)

SEMESTER - V

COURSE13:MOBILE MARKETING

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following **5 X 3=15 M**

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SEMESTER-V

COURSE14 A: CONTENT MARKETING

Theory

Credits:4

4 hrs/week

UNIT I: Introduction to Content Marketing and Management: Why and how content is important to business – use of content marketing, Content strategy and planning, Forming mission statement and its importance, selection of Niche Markets.

UNIT II: Business goals and planning for websites -Naming primary and lower level goals-CMS overview and concepts, Intro to Word Press - Word Press design, navigation and site structure,

UNIT III: Adding and managing content - Adding and managing functionality on the site. Writing for the Web-Refining content – design, brand guidelines - Tools for developing visual content -HTML and CSS, overview for CMS

UNIT IV: Competitive analysis -Collecting content ideas, Tools and resources for creating and managing content -Social media channels – community and communication, distributing content.

UNIT V: Tools for social media management –Establishing metrics –Evaluating data- Capstone Project

Note: Capstone projects are designed to apply the skills and knowledge learned in the course and will include the following elements as projects are shared:

1. Explain the criteria that guided your content development.
2. Present your website and other media channels that highlight that content.
3. Give a summary of your plan for developing, managing, and distributing future content.

SOURCE: AARON MATTHEW WALL Content Marketing Book©AaronMatthew
• seobook@gmail.com

Format of Model Question Paper

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Semester-wise Syllabus under CBCS

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SEMESTER - V

COURSE14 :CONTENT MARKETING

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following 5 X 3=15 M

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SEMESTER-V

COURSE14:CONTENT MANAGEMENT SYSTEM

Theory

Credits:4

4 hrs/week

Course Objective: In this course, students will learn how to use the thousand softthemes and plugins already out there to design own custom websites by using word press

Learning Outcomes:

- Student is able to design and develop a website
- Student is able to manage the content in the website

UNIT-I: Introduction-Hosting your CMS-Types of Word Press- Setting up local server Downloading XAMPP-Installing XAMPP to create local server

UNIT-II: Installation: Install Word Press-Extracting Word Press files and installing Word Press- Logging in to Word Press Dashboard – Word Press Dashboard- Navigate to the Word Press dashboard ;know what everything does and how to use it

UNIT-III: Themes: Install Word Press Themes -Understand themes and how to find/install them – Customizing Word Press Themes -Customization of Word Press Widgets –Installing Word Press Premium Theme -Installing Word press Premium Theme Demo Content

UNIT-IV:Plugins: Install Word Press Plugins- Installing plug in for SEOonWord Press website - Increasing Speed of Word Press websites -Security of Word Press websites - Contact Form for Word Press websites -Setup Contact us page for Word Press websites - Creating Post and Basics of One Page Optimization (SEO)

UNIT-V: Page Creation: Creating Page-Settings -Domain-Choosing the right domain name Registering your domain-Choosing your hosting services

Comparing various service providers – Choosing your hosting provider-Pointing your domain to hosting provider-Setting up your Web server- Installing your Word Press to your Web server- Transferring Content toWeb server

References:

1. WordPress-All-in-One for Dummies by LisaSabin Wilson, aJohnWiley&SonsInc. Brand in 2013 New Jersey
2. Word press for Writers Create an Awesome AuthorWebsite that Helps You Sell Books By Rachel Mc Collin 2019 published by Catawampus Press

Activities

Written Assignments

Oral Presentation

Quiz

Format of Model Question Paper

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SEMESTER - V

COURSE14:CONTENT MANAGEMENT SYSTEM

Time: 3 hrs

Max. Marks 75

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SEMESTER-V

COURSE15:IT TOOLS FOR DIGITAL MARKETING

Theory

Credits:4

4 hrs/week

Unit-I:GoogleAnalytics, Google Key word planner,Google Treads,Google Alerts,Hootsuite, Bing Webmaster Tools

Unit-II:Search Engine Optimisation: Site Map builder,Yoast,Ahrefs,Archive.org, Page Speed Insights, Moz Link Explorer, MozBar, Tailwind

Unit-III:Canva,pixlr, MailChimp,HubSpot,Jetpack CRM,Elementor,SEOTesting, Survey monkey, Tweet deck, Analisa.io, Tagboard

Unit-IV:Asana,BuzzSumo,Meet Edgar,Hoot suite,seoptimer.com,Alexa,Google MyBusiness, Sprout Social, Social Oomph, Brand24

UnitV:Salesforce, Follower Wonk,Buzzsumo,CrazyEgg,camelcamelcamel,FeedlyTwitter Analytics, Facebook Analytics, Audiense

Text Books

129 DigitalMarketing Tools You Can't Live Without byManujBajaj Digital Marketing|
Second Edition Paper back by Seema Gupta

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SEMESTER - V

COURSE15:IT TOOLS FOR DIGITAL MARKETING

Time: 3 hrs

Max. Marks 75

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SEMESTER-V

COURSE15:AI IN DIGITAL MARKETING

Theory

Credits:4

4 hrs/week

LEARNING OBJECTIVES

Understanding your audience better: AI helps you analyze large amounts of data and predict every customer's buying behavior/decisions. This allows you to effectively implement dedicated marketing campaigns to a target audience. It also helps in boosting customer satisfaction and engagement.

OUTCOME

One of the biggest impacts of AI on digital marketing is the ability to predict consumer behavior. By analyzing data from social media, search engines, and other online sources, AI can identify patterns and make predictions about what consumers will want in the future.

Unit-1 An Introduction to Artificial Intelligence: Definition of AI, Features of AI, Scope of AI, types of AI, History of Artificial Intelligence, How is Artificial Intelligence Changing the face of Digital Marketing? , Importance of AI in DM, AI in Advertising.

Unit-2: AI applications: AI applications include advanced web search engines (e.g., Google Search), recommendation systems (used by YouTube, Amazon, and Netflix), understanding human speech (such as Siri and Alexa), self-driving cars (e.g., Waymo), generative or creative tools (ChatGPT and AI art), automated decision-making, and competing at the highest level in strategic game systems (such as chess and Go).

Unit-3: AI in Marketing: Publica, Affectiva, EliseAI, Google Ads, IBM, RTB House, Salesforce, Yext , Conversica, Mutiny.

Unit-4: AI applications in DM: Generating Content, Product Recommendation and Content Curation, Use of AI Chatbots, Chatbot Marketing, Predictive Analysis, Digital Advertising, Online Searches, Email Marketing.

Unit-5: AI and SEO, ML,NLP: Improved Keyword Research, Content Optimization, Enhanced User Experience, Predictive SEO, Voice Search Optimization, Visual Search Optimization; Machine Learning- Definition, Importance; how Natural Language Processing (NLP) Influencing Digital Marketing?

References:

1. Melanie Mitchell, Artificial Intelligence: A Guide for Thinking Humans
2. Stuart Russell & Peter Norvig, Artificial Intelligence: A Modern Approach, Third Edition, By Pearson
3. Mosim Khan (2020), Artificial Intelligence In Digital Marketing
4. Alex Ferreirado Prado, Artificial Intelligence allied to Digital Marketing
5. Parth Dixit (2023) "Digital Marketing in the Age of Artificial Intelligence"

Web Sources:

1. <https://builtin.com/artificial-intelligence/ai-in-marketing-advertising>
2. <https://www.marketingaiinstitute.com/blog/5-ways-natural-language-processing-nlp-is-changing-digital-marketing>.

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SEMESTER - V

COURSE15:AI IN DIGITAL MARKETING

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