

Sri Venkateswara University
MINOR
Subject: Digital Marketing
w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Fundamentals of Digital Marketing	4	4
Semester-III	2	Social Media Marketing	4	4
Semester-IV	3	Affiliate Marketing	4	4
	4	Search Engine Optimisation	4	4
Semester-V	5	E-Mail Marketing	4	4
	6	Mobile Marketing	4	4

SEMESTER-V

COURSE5: 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 Newsletter -Design a News letter Reports –Marketing Automation.

UNIT-V: Best Email Marketing Alternatives: Introduction: Mailer Lite- Send In Blue- Active Campaign -HubS potetc.

References

1. Author:Tom Corson–Know less,Email Marketing Mastery. TCK Publishing
2. Author: SusanGunelius, Publisher: Entrepreneur Press,31May2018,

Activities

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

Format of Model Question Paper

Semester-wise Syllabus under CBCS

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

SEMESTER - V

COURSE-5: E-MAIL MARKETING

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

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

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

SEMESTER-V
COURSE6: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 Ad Buying- 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 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 to aware practices practically. Page Creation:

References:

- 1.Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and advertising by Daniel Rowels
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Socia Inomics:How Social Media Transforms the Way We Live and Do Business– Erik Qualman

Activities:

- ✓ Written Assignments
- ✓ Oral Presentation
- ✓ Quiz Programm

Format of Model Question Paper

Semester-wise Syllabus under CBCS
(w.e.f. 2023-24 Admitted Batch)
SEMESTER - V

COURSE6: MOBILE MARKETING

Time: 3 hrs

Max. Marks 75

Section A

Answer any Five of the following

5 X 3=15 M

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Section - B

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

- 11.
- 12.
- 13.
- 14.
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- 20.