

# Sri Venkateswara University, Tirupati

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major  
in consonance with Curriculum framework w.e.f. AY 2025-26**

## **COURSE STRUCTURE**

| <b>Year</b> | <b>Semester</b> | <b>Course</b> | <b>Title of the Course</b>             | <b>No. of Hrs /Week</b> | <b>No. of Credits</b> |
|-------------|-----------------|---------------|----------------------------------------|-------------------------|-----------------------|
| <b>I</b>    | <b>I</b>        | <b>1</b>      | Accounting for Managers                | <b>5</b>                | <b>4</b>              |
|             |                 | <b>2</b>      | Principles of Management               | <b>4</b>                | <b>4</b>              |
|             | <b>II</b>       | <b>3</b>      | Fundamentals of Digital Marketing      | <b>4</b>                | <b>4</b>              |
|             |                 | <b>4</b>      | Managerial Economics                   | <b>4</b>                | <b>4</b>              |
| <b>II</b>   | <b>III</b>      | <b>5</b>      | Business Environment                   | <b>4</b>                | <b>4</b>              |
|             |                 | <b>6</b>      | Social Media Marketing                 | <b>4</b>                | <b>4</b>              |
|             |                 | <b>7</b>      | Business Communication                 | <b>4</b>                | <b>4</b>              |
|             | <b>IV</b>       | <b>8</b>      | Affiliate Marketing                    | <b>4</b>                | <b>4</b>              |
|             |                 | <b>9</b>      | Search Engine Marketing                | <b>4</b>                | <b>4</b>              |
|             |                 | <b>10</b>     | Financial Management                   | <b>4</b>                | <b>4</b>              |
| <b>III</b>  | <b>V</b>        | <b>11</b>     | Entrepreneurship & Startups Eco System | <b>4</b>                | <b>4</b>              |
|             |                 |               |                                        |                         |                       |
|             |                 | <b>12A</b>    | Retail Marketing                       | <b>4</b>                | <b>4</b>              |
|             |                 | <b>OR</b>     |                                        |                         |                       |
|             |                 | <b>12B</b>    | Logistics and Supply Chain Management  | <b>4</b>                | <b>4</b>              |
|             |                 |               |                                        |                         |                       |
|             |                 | <b>13A</b>    | E-Mail Marketing                       | <b>4</b>                | <b>4</b>              |
|             |                 | <b>OR</b>     |                                        |                         |                       |
|             |                 | <b>13B</b>    | Content Marketing                      | <b>4</b>                | <b>4</b>              |
|             |                 |               |                                        |                         |                       |
|             | <b>VI</b>       | <b>14A</b>    | AI in Digital Marketing                | <b>4</b>                | <b>4</b>              |

| Year | Semester | Course | TitleoftheCourse                 | No.ofHrs /Week | No. of Credits |
|------|----------|--------|----------------------------------|----------------|----------------|
|      |          | OR     |                                  |                |                |
|      |          | 14B    | Search Engine Optimisation       | 4              | 4              |
|      |          |        |                                  |                |                |
|      |          | 15A    | Management & Information Systems | 4              | 4              |
|      |          | OR     |                                  |                |                |
|      |          | 15B    | Content Management System        | 4              | 4              |
|      |          |        |                                  |                |                |
| IV   | VII      | 16     | Mobile Marketing                 | 4              | 4              |
|      |          | 17     | Services Marketing               | 4              | 4              |
|      |          | 18     | Training & Development           | 4              | 4              |
|      | VIII     | 19     | Web Analytics                    | 4              | 4              |
|      |          | 20     | Customer Relationship Management | 4              | 4              |
|      |          | 21     | Business Research Methodology    | 4              | 4              |

**Note:** In the III Year (during the V and VI Semesters), students are required to select a pair of electives from one of the **Two** specified domains. **For example: if set 'A' is chosen, courses 12 to 15 to be chosen as 12 A, 13 A, 14 A and 15 A.** To ensure in-depth understanding and skill development in the chosen domain, students must continue with the same domain electives in both the V and VI Semesters.

**SEMESTER-II**  
**COURSE 3: FUNDAMENTALS OF DIGITAL MARKETING**

**Theory****Credits: 4****4 hrs/week****Course Objectives**

This course is designed to:

1. Introduce students to the foundational concepts of digital marketing and its importance in the modern business environment.
2. Understand how digital tools and platforms are used for customer acquisition, engagement, and retention.
3. Develop the ability to analyze consumer and market data using digital marketing tools.
4. Explore key areas like email marketing, mobile marketing, content creation, and marketing automation.
5. Emphasize the significance of influencer marketing and blogging in building digital presence and brand loyalty.

**Course Outcomes (COs)**

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

**CO1:** Understand the core concepts and evolution of digital marketing.

**CO2:** Apply digital marketing techniques such as SEO, social media, email, and mobile marketing.

**CO3:** Use automation tools like CRM and Mail Chimp to streamline marketing activities.

**CO4:** Design basic email campaigns and analyze the effectiveness of influencer marketing strategies.

**CO5:** Create, optimize, and track blog content for individual or business branding.

**Unit I: Introduction to Digital Marketing**

Definition and Meaning of Digital Marketing – Need and Scope of Digital Marketing – Evolution and History – Conceptual Approaches to Digital Marketing – Role of Digital Marketing in the Global Economy – Examples of Best Practices in Digital Campaigns

**Unit II: Marketing Automation**

Definition and Advantages of Marketing Automation – Marketing Automation Software Tools: CRM, Salesforce, Analytics Platforms – Role of Marketing Automation in Improving Customer Experience (CX) – Benefits for Marketers – Introduction to Marketing Automation Tools for Campaign Management and Personalization.

**Unit III: Digital Marketing Mix and Influencer Marketing**

Digital Marketing Mix Elements – Online Advertising and Lead Generation – Social Media Marketing: Platforms and Strategies – Content Marketing and Copywriting – Influencer Marketing: Definition, Types of Influencers, Payment Models – Distinction between Influencer Marketing and Celebrity Endorsements.

#### **Unit IV: Email and Mobile Marketing**

Email Marketing: Importance and Effectiveness – Types of Emails: Transactional, Promotional, Newsletters – Email Advertising Options – Key Features and Uses of MailChimp – Mobile Marketing Overview – Strategies for B2B and B2C Mobile Marketing – SMS and App-based Marketing Channels

#### **Unit V: Blogging and Optimization**

Definition and Importance of Blogs – Types: Personal and Corporate Blogs – Overview of Popular Blog Platforms – Blog Optimization: Tags, Widgets, Blog Stats – Blog Engagement Techniques – Using Blogs for SEO and Brand Building – Measuring Blog Effectiveness.

#### **Student-centric activities**

- ✓ Digital Audit Assignment: Students analyze the digital presence (website, social media, SEO) of a local business or brand and suggest improvements.
- ✓ Create a Personal Blog or Website: Students build and maintain a blog using free tools like WordPress or Blogger to apply digital content creation and SEO practices.
- ✓ Social Media Campaign Simulation: Design and present a mock digital marketing campaign using platforms like Instagram, Facebook, or LinkedIn, including target audience, budget, and KPIs.
- ✓ Google Ads or SEO Tools Demo: Hands-on sessions using tools like Google Ads, Google Trends, or Ubersuggest to understand keyword planning and ad strategy.
- Case Study Analysis of Successful Campaigns: Evaluate successful digital marketing case studies (e.g., Nike, Amul, Zomato) and present key strategies and outcomes.

#### **Recommended Reference Books**

1. Evans, D., & Bratton, S. (2010). Social media marketing: The next generation of business engagement. Wiley.
2. Thibault, M. J. (2023). The influencer blueprint: A step-by-step guide to harnessing the power of influencer marketing for business success. Independently Published.
3. Pain, G. (2019). Marketing automation and online marketing: Automate your business through marketing best practices such as email marketing and search engine optimization. Independently Published.
4. Roberts, S. (2016). Marketing AI: From automation to revenue performance marketing. Independently Published.
5. Robinson, R. (2021). How to start a blog (on the side). Side Hustle Nation Press

# **Sri Venkateswara University, Tirupati**

**I BBA (Digital Marketing), SEMESTER –II: PAPER - 3**

**Subject: FUNDAMENTALS OF DIGITAL MARKETING**

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## **BLUE PRINT FOR THE MODEL PAPER**

| <b>S. No.</b>      | <b>Type of Question</b>                   | <b>To be given in the Question Paper</b> |                                        |                    | <b>To be answered</b>   |                                        |                    |
|--------------------|-------------------------------------------|------------------------------------------|----------------------------------------|--------------------|-------------------------|----------------------------------------|--------------------|
|                    |                                           | <b>No. of Questions</b>                  | <b>Marks allotted to each question</b> | <b>Total Marks</b> | <b>No. of Questions</b> | <b>Marks allotted to each question</b> | <b>Total Marks</b> |
| 1                  | <b>Section - A (very Short Questions)</b> | 10                                       | 3                                      | 40                 | 5                       | 3                                      | 15                 |
| 2                  | <b>Section - B (Short Questions)</b>      | 10                                       | 12                                     | 120                | 5                       | 12                                     | 60                 |
| <b>Total Marks</b> |                                           |                                          |                                        | 150                | <b>Total Marks</b>      |                                        | 75                 |

## **BLUE PRINT FOR THE QUESTION PAPER SETTING**

| <b>Chapter Name</b>           | <b>Short questions<br/>3 marks</b> | <b>Essay questions<br/>12 marks</b> | <b>Marks allotted to the Chapter</b> |
|-------------------------------|------------------------------------|-------------------------------------|--------------------------------------|
| <b>UNIT - I</b>               | 2                                  | 2                                   | 30                                   |
| <b>UNIT – II</b>              | 2                                  | 2                                   | 30                                   |
| <b>UNIT – III</b>             | 2                                  | 2                                   | 30                                   |
| <b>UNIT – IV</b>              | 2                                  | 2                                   | 30                                   |
| <b>UNIT – V</b>               | 2                                  | 2                                   | 30                                   |
| <b>Total No. of Questions</b> | 10                                 | 10                                  | 150                                  |

**Format of Model Question Paper**  
Semester-wise Syllabus under CBCS  
(w.e.f. 2025-26 Admitted Batch)

**SEMESTER - II**  
**COURSE : FUNDAMENTALS OF DIGITAL MARKETING**

**Time: 3 hrs**

**Max. Marks 75**

**Section A**

*Answer any Five of the following*

**5 X 3=15 M**

- 1.Digital marketing
- 2.Digital Campaign
- 3.CRM
- 4.Customer experience
- 5.Social media marketer
- 6.Content marketer
- 7.Types of emails
- 8.Email marketing
- 9.Personal blogs
- 10.Blog engagement

**Section - B**

**Answer Five Questions .One question from each Unit**

**5 ×12=60 M**

**UNIT-I**

- 11.Define Digital marketing. Explain the need and scope of digital marketing.

**OR**

- 12.Explain the role of digital marketing in the global economy.

**UNIT-II**

- 13.Explain the advantages of marketing automation

**OR**

- 14.Explain the marketing automation tools for campaign management.

**UNIT-III**

- 15.Explain the merits and demerits of online advertising.

**OR**

- 16.What is influencer marketing. Explain types of influencers and payment models.

**UNIT-IV**

17.Explain key feature of mailchimp.

OR

18.Explain the strategies of B2B and B2C mobile marketing.

**UNIT-V**

19.What in Blogs Explain the importance of blogs.

OR

20.Explain the uses of blogs for SEO and Brand Building.