

**Model Syllabus for Digital Marketing (Minor) in consonance with
Curriculum framework w.e.f. AY 2026-27**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No.of Hrs /Week	No. of Credits
II	III	1	Fundamentals of Digital Marketing	4	4

SEMESTER-III

COURSE 1: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits-4

4hrs/Week

Course Objectives

This course is designed to:

- Help students identify the core concepts of marketing and the role of digital marketing in society.
- Equip learners with the ability to collect, process, and analyze consumer and market data for informed marketing decisions.
- Understand pricing strategies and the integration of digital tools in the marketing mix.
- Explore the relevance and application of marketing automation, email marketing, and influencer marketing.
- Highlight the importance and strategic implementation of digital content such as blogs, social media, and mobile-based campaigns.

Course Outcomes(COs)

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

CO1: Understand the concepts evolution, scope, and significance of digital marketing.

CO2: Analyze the role of marketing automation and CRM systems in digital strategy.

CO3: Apply digital marketing mix tools including online advertising, content creation, lead generation, and influencer marketing.

CO4: Examine the mechanics and impact of email and mobile marketing in B2B and B2C contexts.

CO5: Create, optimize, and evaluate blog content and understand its importance in brand communication.

UNIT I: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT II: Marketing Automation: Definition, Advantages, Marketing Automation Soft wares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT III: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT IV: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of Mail Chimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT V: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

- Assignment: Create a blog of student's interest using a blog platform and Submit analytics/ statistics.
- Guest Lecture: Invite a digital marketing agency professional to explain real- life marketing automation practices.
- Group Discussion: Conduct discussion on the effectiveness of influencer marketing vs celebrity endorsements.
- Workshop: Conduct hands- on sessions on Mail Chimp and mobile marketing campaign design.
- Quiz: Weekly quiz on concepts and tools like SEO, social media metrics, email types, and CRM systems.

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodiethe Mom(2023) Email Marketing Planner: Organize and Track Your Emails

Model Question Paper

SEMESTER – III

COURSE 1: FUNDAMENTALS OF DIGITAL MARKETING

(w.e.f. 2026-27)

Time: 3 hrs

Max. Marks 75

SECTION - A

Answer any Five of the following

5 X 3= 15 Marks

1. Short answer question from Unit-1
2. Short answer question from Unit-1
3. Short answer question from Unit-2
4. Short answer question from Unit-2
5. Short answer question from Unit-3
6. Short answer question from Unit-3
7. Short answer question from Unit-4
8. Short answer question from Unit-4
9. Short answer question from Unit-5
10. Short answer question from Unit-5

SECTION - B

Answer Five of the following One question from each Unit. 5 X 12= 60 Marks

11. Long answer question from Unit-1

OR

12. Long answer question from Unit-1

13. Long answer question from Unit-2

OR

14. Long answer question from Unit-2

15. Long answer question from Unit-3

OR

16. Long answer question from Unit-3

17. Long answer question from Unit-4

OR

18. Long answer question from Unit-4

19. Long answer question from Unit-5

OR

20. Long answer question from Unit-5