

**Model Syllabus for 4-Year UG Honours in B.B.A.(Digital Marketing) as Major
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	IV	8	Affiliate Marketing	4	4
		9	Search Engine Marketing	4	4
		10	Financial Management	4	4

SEMESTER-IV
COURSE 9: SEARCH ENGINE MARKETING

Theory 4 hrs/week

Credits: 4

Course Objective

This course is designed to;

- equip students with comprehensive knowledge of Search Engine Marketing (SEM) strategies, tools, and techniques.
- enable them to design, implement, and monitor Pay-Per-Click (PPC) campaigns.
- impart understanding of user behavior, bid management, and performance measurement through analytics tools.

Course Outcomes (COs)

After successful completion of this course, the student will be able to:

CO1: Understand concepts of Search Engine Marketing and how it differs from SEO.

CO2: Design and implement an effective SEM strategy using Google Ads and Bing Ads.

CO3: Analyze campaign performance using PPC metrics and bid management tools.

CO4: Create optimized landing pages and apply user behavior insights for better ROI.

CO5: Explore advanced SEM tools such as re-marketing, video advertising, and mobile SEM.

Unit I: Search Engine Marketing Overview

Definition and Scope – Importance of SEM – Google Search and Rule-Based Personalization – Overview of Google Ads and Bing Ads – Elements of a Landing Page – Landing Page Optimization Techniques.

Unit II: PPC Campaigns

Concept and Functioning of Pay-Per-Click Advertising – PPC Terminology: Quality Score, Conversion Rate, CTR – Setting Campaign Objectives and Goals – Performance Metrics – Account Structure and Ad Grouping – Match Types and Keyword Segmentation.

Unit III: Bid Management Plan

Understanding Bidding Strategies – Manual vs. Automated Bidding – CPA Bidding – Position Preferences – Google Ads Bidding Strategies – Tips for Effective Bid Management – ROI Maximization.

Unit IV: Landing Pages and User Psychology

User Experience (UX) and Interface Design (UI) – Importance of Call-to-Actions – Behavioral Psychology in Landing Page Design – Setting Campaign Goals and Metrics – Google Analytics Integration – Tracking and Performance Monitoring.

Unit V: SEM Management and Advanced Techniques

Remarketing Strategies – Mobile SEM – Display and Video Ads – Display Network Campaign Optimization – View Tracking and Conversion Measurement – Integrating SEM with Overall Digital Strategy.

Student Centric Activities

- Develop a mock Google Ads campaign based on a real or hypothetical product, including keyword selection and ad copy.
- Analyze existing SEM campaigns using tools like Google Ads and suggest improvements in bidding strategy and ad structure.
- Create a landing page optimized for user behavior and conversion, integrating UI/UX principles.
- Participate in a simulated PPC auction and bid management activity to understand CPC and budget allocation.
- Conduct a comparative analysis of Google Ads and Bing Ads platforms through group presentations.

References

1. Szetela, D., & Kerschbaum, J. (2010). *Pay-per-click search engine marketing: An hour a day*. Wiley.
2. Moran, M., & Hunt, B. (2014). *Search Engine Marketing, Inc.: Driving search traffic to your company's website* (3rd ed.). IBM Press.
3. Riman, T. (2020). *A beginner's guide to paid search marketing: Search engine marketing for beginners*. Independently published.
4. Kent, P. (2006). *Pay-per-click search engine marketing for dummies*. For Dummies.
5. Clarke, A. (2021). *Google Ads (AdWords) workbook: Advertising on Google Ads, YouTube, & the Display Network*. Web Analytics Consultants.

MODEL QUESTION PAPER
SEMESTER-IV
COURSE 9: SEARCH ENGINE MARKETING
(w.e.f. 2026-27)

Time :3Hrs

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

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
- OR**
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