

SRI VENKATESWARA UNIVERSITY
BBA (DIGITAL MARKETING)
SEMESTER - II
W.E.F. 2023-24
(MAJOR)

COURSESTRUCTURE

Sl. No.	Course	Name of the Subject	Total Marks	Internal Exam	Sem. End Exam	Teaching Hours	Credits
1.	First Language	English	100	25	75	4	3
2.	Second Language	(Tel/ Hindi/ Urdu/ Sans/ Tamil)	100	25	75	4	3
3.	Skilled Paper 1		50	---	50	2	2
4.	Skilled Paper 2		50	---	50	2	2
6.	Major - Course 3	Fundamentals of Digital Marketing	100	25	75	5	3
7.	Major - Course 4	E-Marketing	100	25	75	5	3
8.	Minor		100	25	75	3	3
9.	Courses with Practical s		50	---	50	2	1

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SEMESTER – II

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COURSE3: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits:4

4hrs/week

Course Objective:

Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyze consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

Learning Outcome: Students will be understood:

- Digital Marketing Concepts
- The applications of digital marketing in the globalized market
- Application and usage of E-mail advertisement and mobile marketing.

UNIT 1: Introduction to Digital Marketing (DM)-

Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approach to DM, Examples of good practices in DM.

UNIT 2: Marketing Automation: Definition, Advantages, Marketing Automation Softwares : CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT 3: 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 4: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT 5: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

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. Jodi the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

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Model Question Paper 2024-25

COURSE3: FUNDAMENTALS OF DIGITAL MARKETING

Section A

Answer any Five of the following

5X 3=15M

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

Section-B

Answer any Five Questions

5X 12=60M

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

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COURSE4: E-MARKETING

Theory

Credits:4

4hrs/week

UNIT-I: Introduction to Lead Generation: Understanding Lead Generation For Business, Why Lead Generation is important, Understanding Landing Pages Understanding Thank You Page, Landing Page vs. Website, types of Landing Page.

UNIT-II: A/B Testing : What is A/B Testing, How to do A/B Testing, Selecting landing pages after A/B Testing, Converting leads into sales, Creating lead nurturing strategy, Understanding lead funnel, Steps in lead nurturing

UNIT III: E-Marketing- An Overview –

Introduction, Objectives, Definition, History and Features of E-Marketing, Scope of E-Marketing, Benefits of E-Marketing, Problems in E-Marketing, E-marketing Techniques, Internet Marketing, Digital Marketing and E-marketing.

UNIT IV: Applications of E-Marketing – Introduction, Objectives, Online Advertising, Direct Response Medium, Role of Distribution in E-Marketing, Lead Generation Platform, Customer Service Mechanism, Relationship Building Medium

UNIT V: Types and Tools of E-Marketing - Introduction, E-Malls, E-Storefront, E-Marketplace, E-Marketing Tools: Creating a Website, Social Media Marketing, Pay-Per-Click Advertising, and Search Engine Optimization or Paid Search Engine Listing Search Engine Marketing, Blogging and Classified Advertising

SOURCE:

<https://www.bapugraphics.com/leadgenerationforbusinessstrainingindelhiphphttps://smude.edu.in/smude/programs/mba/marketing-management/e-marketing.html>

REFERENCE:

1. Strauss, J., & Frost, R. (2014). *E-Marketing* (7thed.). Upper Saddle River, NJ: Pearson Prentice Hall. ISBN
2. Inbound Marketing: Attract, Engage, and Delight, by Brian Halligan and Dharmesh Shah.

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SEMESTER – II
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Model Question Paper 2024-25
COURSE4:E-MARKETING

Section A

Answer any Five of the following

5X 3=15M

- 1.
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Section-B

Answer any Five Questions

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