SRI VENKATESWARA UNIVERSITY : TIRUPATI

SEMESTER-III
BBA (DIGITAL MARKETING)
COURSE 5: SOCIAL MEDIA MARKETING

Theory   Credits:4   4 hrs/week

COURSEOBJECTIVE:

Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

LEARNINGOUTCOMES:

Understand the Social Media space and tools • Analyze the effectiveness of your company's and competitors' social media programs. Design social media programs that directly support business and marketing goals. Channels and programs. Implement a process for planning social media marketing activities.

UNIT I:

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

UNITV:

Social Analytics - Automation and Social Media-Social Media and other types of Marketing, Managing Tools of Social Media.

TEXT BOOKS:

1. DigitalMarketing:SeemaGupta-Mcgrawhill
2. SocialMediaMarketing:TracyL.Tuten(2021).
3. SocialMediaMarketing:AStrategicApproach.Debra Zahay,MaryLouRoberts
4. ChatGPT&SocialMediaMarketing.RyanTurner.

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SEMESTER-III

BBA (DIGITAL MARKETING)
COURSE 6: SEARCH ENGINE MARKETING

Theory	Credits:4	4 hrs/week

Course Objective:

Search Engine Marketing (SEM) is a cost effective way of generating highly relevant leads for business. The best thing about SEM is that it offers contextual targeting, which helps one to target audience based on their interests, location, demographics, time and so on. This course also provides inputs on how SEM campaign is a CPC (Cost-per-click) advertisement model unlike SEO, it starts immediately and advertiser starts getting results immediately on start of the campaign.

Learning Outcomes:

• Understand concepts of search engine marketing including various elements of search engine marketing plan.
• Create effective landing pages by understanding web users' behavior.

UNITI:

Search Engine Marketing Overview Understanding Importance Google search, Rule based personalization of marketing at internet scale, Overview of Google Ads, Bing Ads, landing pages, elements, optimization.

UNITII:

PPC Campaigns PPC definition & it's functioning, PPC Terminology - Quality Score, Conversion Rate etc., Quality Score Overview, Setting objectives, goals & expectations, Actionable metrics for performance measurements, Formulating account structure, Effective segmentation of keywords, Usage of multiple match types and Non-overlapping Ad Groups

UNITIII:

Bid Management Plan Understand bidding strategy, Manual vs. Automated bid management, Different bid management features like CPA bidding, position preference etc. Google Ads bidding strategies. Top PPC bid management tips for maximizing returns.

UNITIV:

Effective landing pages and user psychology importance of UI/UX design, call-to- action, understand & connect with the user and benefit from search behavior of prospective customer. Performance tracking set campaign objectives & goals define performance metrics and monitor ppc activity with Google analytics.

UNIT-V

SEM management (other techniques) re-marketing, mobile advertising, display &video formats, optimize the display network campaigns and track & measure views through conversions.

REFERENCES

1. Pay-Per-ClickSearchEngineMarketing:AnHouraDaybyDavidSzetela,Joseph Kerschbaum
2. SearchEngineMarketing,Inc.:DrivingSearchTraffictoYourCompany'sWebsite (IBM Press) 3rd Edition, Kindle Edition byMike Moran, Bill Hunt.
3. ABeginnersGuidetoPaidSearchMarketing:SearchEngineMarketingforBegin nersby Tarek Riman(2020)
4. PayPerClick SearchEngine MarketingForDummies byPeter Kent(2006).

BBA (DIGITAL MARKETING)

COURSE 7: SEARCH ENGINE OPTIMIZATION

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

Course Objective:

With millions of people performing millions of searches each day to find content onthe Internet, it makes sense that marketers want their products to be found by potential consumers. Search engines use closely guarded algorithms to determine the results that are displayed. However, determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

Learning Outcomes:

- Learn what searchengine optimization(SEO)isandhowa Website needs to be structured.
- Appreciate the constructs of searchengine – friendly Websites.
- Attract in bound Links from other WebSites.

UNIT I:

Concepts of search engine optimization (SEO), Relevance, Importance, Popularity, Trust, Authority, Search engines and directories, How search engines work, Crawlers, robots, spiders, Algorithms, Search engine indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.

UNIT II:

Search engine Friendliness and Specific Rankings Page coding, Managing spiders/robots, Crawl ability, Rewriting pages, Sub domains, Alexa ranking, Image optimization, Search Engine Optimisation analysis, crawler issues, removers, sitemap submission

UNIT III:

On-page SEO, importance, influence factors, Optimizing Web Page, Website Optimization, title, description and keyword tags, header tags, Anchor Text, Navigation Links, Contextual links, Canonical URLs, Page Nations, keyword research, meta tag optimization, SEO content optimization, sitemap creation submission, robots.txt

UNIT IV:

Off-page SEO, importance, influence factors, Right and wrong ways to link, Reciprocal links, Three- way links, Purchased links, Link networks, Redirected links, Link bait, Trust rank and worthless links, Quality directories Performing and Implementing SEO goals, and Commercial intent, Fixing broken links, Sitemaps, Useful directory links, complaining to search engines, How to address a copyright violation

UNIT V:

Web 2.0 and other important considerations Website ecosystem, Micro sites, RSS feeds, Blogosphere, Social media, Google calendar, Press releases, SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search, Measurements, Google API, SEO tools, Free tools, Research and resources, Google my business listing, Google places

TEXT BOOKS:

- SearchEngineOptimization:YourVisualBlueprintforeffective
- Internetmarketing,3Edition(MISL-Wiley)-KristopherBJones
- SearchEngineOptimization:AnHouraDay-Jennipegrappone,GradivaCousin-Wiley.

Activities/Requirements:

- Written Assignments
- Oral Presentation
- Quiz Programme

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SEMESTER-III

BBA (DIGITAL MARKETING)
COURSE 8: WEB ANALYTICS

Theory	Credits:4	4 hrs/week

Course Objectives: Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective.

Learning Outcomes:

- Read and understand in a proper way the main key metrics of digital analytics
- Manage web and social analytics principles to drive marketing campaign or strategies

UNIT-I:

Getting started with Web Analytics-The digital media: owned, earned and paid media – Web Analytics platforms overview - Getting started with digital analytics - Main KPIs about digital analytics - Sessions - Number of visitors - Time on Site - Time on Page - Bounce Rate - Understanding and using Google Analytics data-Collecting actionable data with Google Analytics-Navigating Google Analytics reports-Navigating Conversions reports

UNIT-II:

Introduction to Ecommerce Analysis & App Analytics - Understanding Customers - Understanding Shopping Behavior - Introduction to Mobile App Analytics - Attracting New Users-Measuring behavior

UNIT-III:

Google Tag Manager Fundamentals & Social Analytics - Starting out with Google Tag Manager - Setting up Google Tag Manager- Collecting data using the Data Layer, variables, and events-Using additional tags for marketing and remarketing – Face book Analytics - Twitter Insights

UNIT-IV:

Traffic sources - Direct, referring, and search traffic – Campaigns - AdWords, Ad sense **Content** - Pages and Landing Pages-Event Tracking and Ad Sense - Site Search **Visitors**- Unique visitors-Geography candy language information Technical reports Benchmarking, Actionable insights and the big picture Recap of Google Analytics Reports and tools – Finding actionable nights – Getting the organization involved - Creating a data-driven culture- Resources

UNIT-V:

Social Analytics & User Generated Contents –Definition of User Generated Contents - Getting started with Web Listening - Main KPIs about web listening - Main web listening platforms- Free tools for web listening analysis

SOFTWARE TO BE USED

Google Analytics, Talk walker Platform, Face book Analytics Twitter Insights, YouTube Analytics

REFERENCE BOOKS:

1. Web Analytics Strategies for Information Professionals (English, Paper back, farneyTaba tha)
2. Web Analytics Action Hero: Using analysis to Gain Insight and Optimize Your Business: Brent Dykes
3. Complete Web Monitoring : Alistair Crolland Sean Power

ACTIVITIES:

- Written Assignment
- Oral Presentation
- Case Study