

FACULTY OF COMMERCE & MANAGEMENT

**SRIDEV SUMAN UTTARAKHAND VISHWAVIDHYALAYA
BADSHAHITHAUL, (TEHRI GARHWAL), UTTARAKHAND**



Syllabus

For

Vocational/ Skill Enhancement Course (कौशल विकास)

Digital Marketing Management

in accordance with

National Education Policy-2020

(Effective From 2023-24 & onwards)

Board of Studies in Faculty of Commerce & Management

Sridev Suman Uttarakhand Vishwavidhyalaya, Badshahithaul, (Tehri-Garhwal)
(Pt. Lalit Mohan Sharma Campus, Rishikesh)


Proceedings of Second Annual Meeting of Board of Studies held on 11th July, 2023

In accordance with

National Education Policy 2020

Following the provisions specified in National Education Policy 2020 for the new academic curriculum (Syllabi), for the modifications and additions in the Syllabi as per section of 13 (7) and section of 35(1) University Statutes, the constitution of the Board of Studies in Commerce & Management, Sridev Suman Uttarakhand Vishwavidhyalaya, Badshahithaul, Tehri- Garhwal (Pt. Lalit Mohan Sharma Campus, Rishikesh) is hereby notified by Honorable Vice- Chancellor as follows vide notification 2865/SDSUV/Administration/2023 dated 6th July, 2023.

List of Members of Board of Studies 2023-24

S.N.	Name	Designation	Nominated As	Signature
1.	Prof. Kanchan Lata Sinha	Head & Dean	Chairperson	
2.	Prof. Vijay Prakash	Professor (Subject Expert)	Member	
3.	Prof. V.N. Gupta	Professor	Member	
4.	Prof. Bharat Singh	Professor	Member	
5.	Prof. V.K. Gupta	Professor	Member	
6.	Prof. C.S. Negi	Professor	Member	
7.	Prof. Dharmendra Tiwari	Professor	Member	
8.	Prof. K.K. Verma	Professor S.R.T. Campus, Badshahithaul	Member	
9.	Prof. H.C. Purohit	Head & Dean Faculty of Commerce & Management Doon University, Dehradun	V.C. Nominee	
10.	Prof. V. N. Sharma	Principal Govt P.G. College, Laksar	Principal	
11.	Prof. A.K. Tiwari	Principal Govt. P.G. College, Purola	Principal	
12.	Prof. Rajesh Kumar Ubhan	Principal Govt. College, Narendra Nagar	Principal	
13.	Mrs. Rashmi Halder	Deputy Director Directorate of Economics & Statistics (DES), Uttarakhand	V.C. Nominee	

Question Paper Pattern

Time: 3 hrs

(Marks: 100; End Semester: 75 & Sessional: 25)

End Semester

This question paper consists of two sections, 'A' & 'B'. Section 'A' consists of eight short-answer type questions, out of which students have to attempt **any five** questions. Each question of section 'A' is of 6 marks. Section 'B' consists of six long answer type questions, students have to attempt **any three** questions. Each question of section 'B' is of 15 marks.

Sessional

The Board of Studies held on 11th July, 2023 in Faculty of Commerce & Management, Sri Dev Suman Uttarakhand University provided all the rights regarding Internal Assessment (Sessional) of all the classes to Head & Dean of the faculty.

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DIGITAL MARKETING MANAGEMENT

S. No	Paper Course Title
Year I Sem I (Level -1)	<p>Course Title: <u>Fundamentals of Digital Marketing</u></p> <p>I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings</p>
Year I Sem II (Level -2)	<p>Course Title: <u>Content Marketing</u></p> <p>I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings</p>
Year II Sem III (Level -3)	<p>Course Title: <u>Social Media Marketing</u></p> <p>I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings</p>
Year II Sem IV (Level -4)	<p>Course Title: <u>Digital Advertising</u></p> <p>I. Course Objective II. Course Outcome III. Suggested Readings IV. Suggested Online Readings</p>

Year I

Semester I

(Level -1)

1. FUNDAMENTALS OF DIGITAL MARKETING

Course Objective: This comprehensive course will give students the skills to succeed in today's online world. From developing a human-centered and inbound-first digital marketing strategy to creating compelling content that appeals to both users and search engines, the students will learn everything they need to excel in this digital era.

Course Outcome: Upon successful completion of this course, the student will be able to

- ❖ Optimize websites for search engines.
- ❖ Create a non-paid strategy to build and grow a following.
- ❖ Create an ad strategy to amplify a business' message to a targeted audience.

Semester: I

Year: I

Course Title: Fundamentals of Digital Marketing

Course Code: VOC-101

Credit: 03

Course Type: Elective

Total number of Lectures: 45

Max Marks: 25+75

Unit	Topic	No. of Lectures
1	Introduction to Digital Marketing Concepts of Digital Marketing, Digital Marketing Channels, Building a Digital Marketing Strategy, Buyer Persona, Identifying your goals and the digital marketing tools, Evaluating your existing digital channels and assets, Planning of campaigns.	10
2	Content Development Framework Content Development Framework, Importance of Content Development Framework, Building a Framework, Resources required for creating a Content Development Framework	05

3	<p>SEO Strategies for a Business</p> <p>Ranking Content by Search Engines, SEO strategy for a business, Measurement of website's SEO authority, Importance of Website Performance, Page Size, and Page Speed, Optimization of Web pages</p>	10
4	<p>Blogging and Video Marketing</p> <p>Creating Quality Content, Importance of structuring a Blog Post, Selection of a topic and title for a Blog post, Developing a Roadmap for a Blog post, Optimization of a Blog, Effective tips for writing a Blog, Video Marketing, and successful video marketing strategy</p>	10
5	<p>Social Media Promotion and Email Marketing</p> <p>Social Media Strategy, Social Media Channels, Paid Search Advertising, Keyword Research and Match Type, Digital Ads For Paid Search, Organizing Account Structure (Ad Groups & Campaigns), Email Marketing</p>	10

Suggested Readings:

Seema Gupta, Digital Marketing Management, Mc-Graw Hill Publication
 Damian Ryan, Calvin Jones · 2012. *Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation*

Simon Kingsnorth · 2016. *Digital Marketing Strategy -An Integrated Approach to Online Marketing*

Ryan Deiss, Russ Henneberry · 2020. *Digital Marketing For Dummies*

Stephanie Diamond · 2019. *Digital Marketing All-in-One For Dummies*

Marjolein Visser, Berend Sikkenga, Mike Berry · 2019. *Digital Marketing Fundamentals From Strategy to ROI*

Melissa Byers · 2019. *Digital Marketing That Actually Works The Ultimate Guide*

Cecilia Figueroa · 2019. *Introduction to Digital Marketing 101- Easy to Learn and Implement Hands on Guide for Digital Marketing*

Dan Kerns. *The Complete Digital Marketing Blueprint - A Comprehensive Crash Course Covering: Branding, SEO, Social Media Marketing, Facebook Ads, Google Ads, Web Design, Analytics, Affiliate Marketing, & More!*

Dave Chaffey, Fiona Ellis-Chadwick · 2019. *Digital Marketing Strategy, Implementation & Practice*

Ian Dodson · 2016. *The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*

Suggested Online Readings:

<https://datadotx.com/content-development-framework>

<https://mailchimp.com/marketing-glossary/email-marketing/>

<https://www.sprinklr.com/cxm/paid-search/#:~:text=Paid%20search%20advertising%20is%20a,common%20form%20of%20paid%20search.>

https://www.google.com/intl/en_in/search/howsearchworks/how-search-works/ranking-results/#:~:text=To%20give%20you%20the%20most,the%20nature%20of%20your%20query.

Year I

Semester II

(Level -2)

1. CONTENT MARKETING

Course Objective: This comprehensive course will give students an overview of becoming an effective content marketer.

Course Outcome: Upon successful completion of this course, the student will

- ❖ Learn about content development framework for producing effective content on a consistent basis
- ❖ Develop and repurpose content that search engines will rank
- ❖ Become a strategic content marketer
- ❖

Semester: II

Year: I

Course Title: Content Marketing

Course Code: VOC-102

Credit: 03

Course Type: Elective

Total number of Lectures: 45

Max Marks: 25+75

Unit	Topic	No. of Lectures
1	The Power of Storytelling in a Business Power of Storytelling, Significance of Storytelling in a Business, Business Storytelling in Action, Importance of Long-term Content Planning, Planning a Long-Term Content Strategy	05
2	Generating Ideas and Repurposing Content Need of a process to generate content ideas, seeding of an idea, Generating of ideas for Content Creation, Repurposing Content, Benefits of Repurposing, Ways of Repurposing Content	05

3	Cluster Topic and Pillar Pages Topic Clusters and Pillar Pages, Importance of Topic Clusters, Creating an Effective Topic Cluster, Pillar Page Types, Creating an Effective Pillar Page, Optimizing and Growing Pillar Pages over time	10
4	Video Marketing and Guest Blogging Video Marketing Strategy, Importance of Engaging Videos, Use of Videos throughout Inbound Methodology, Tips for Video Marketing, Guest Blogging and its significance in Blogging Strategy, creating a Guest Blogging Strategy, Finding Guest Blogging Opportunities, Securing a Guest Blogging Spot	10
5	Content Promotion and Performance Effective Promotion of Content, Building a Promotional Plan, Organic Promotion, Supplementing Organic efforts with Paid Promotion, Measurement & Analysis of Content, Organic Metrics to Track Content, Paid Metrics to Track Content, Tracking Conversions with Attribution models, Communicating Content Performance	15

Suggested Readings:

Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson Education

Joe Pulizzi · 2013. *Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less*

Gary Vaynerchuk · 2013. *Jab, Jab, Jab, Right Hook - How to Tell Your Story in a Noisy Social World*

Pam Didner · 2014. *Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works*

Rebecca Lieb · 2012. *Content Marketing -Think Like a Publisher - How to Use Content to Market Online and in Social Media*

Sonja Jefferson, Sharon Tanton · 2015. *Valuable Content Marketing - How to Make Quality Content Your Key to Success*

Andreas Ramos · 2013. *The Big Book of Content Marketing*

Robert Rose, Joe Pulizzi · 2011. *Managing Content Marketing - The Real-world Guide for Creating Passionate Subscribers to Your Brand*

Lazar Dzamic, Justin Kirby · 2018. *The Definitive Guide to Strategic Content Marketing Perspectives, Issues, Challenges and Solutions*

Pamela Wilson · 2016. *Master Content Marketing - A Simple Strategy to Cure the Blank Page Blues and Attract a Profitable Audience*

Wendy Covey · 2020. *Content Marketing, Engineered - Build Trust and Convert Buyers with Technical Content*

Suggested Online Readings

<https://hbr.org/2003/06/storytelling-that-moves-people>

[https://backlinko.com/hub/content/repurposing#:~:text=Repurposing%20content%20\(also%20known%20as,blog%20post%20into%20an%20infographic\).](https://backlinko.com/hub/content/repurposing#:~:text=Repurposing%20content%20(also%20known%20as,blog%20post%20into%20an%20infographic).)

<https://www.bigcommerce.com/ecommerce-answers/what-is-guest-blogging/#:~:text=Guest%20blogging%20is%20when%20you,to%20do%20with%20that%20organization.>

<https://contentmarketinginstitute.com/articles/content-pillar-pages/>

Year II

Semester III (Level -3)

2. SOCIAL MEDIA MARKETING

Course Objective: This course covers everything a student needs to know to build a successful social media strategy. From creating engaging content to expanding the reach and measuring ROI, the student will learn how to harness the power of social and digital technologies to increase brand awareness, attract new customers and partners, and develop meaningful relationships.

Course Outcome: Upon successful completion of this course, the student will be to

- ❖ Develop an engaging and effective social media strategy for a business
- ❖ Build an inbound social media strategy that attracts customers and grows the bottom line
- ❖ Leverage the power of social media to uplevel a business

Semester: III

Year: II

Course Title: Social Media Marketing

Course Code: VOC-103

Credit: 03

Course Type: Elective

Total number of Lectures: 45

Max Marks: 25+75

Unit	Topic	No. of Lectures
1	Introduction to Social Media Marketing Introduction to Social Media Marketing, Social Media Channels, Setting Social Media Goals, Structuring of Social Media Team, Evaluation of Best Social Tools, Developing a Budget & Garnering Executive Buy-In	10

2	<p>Content Strategy for Social Media</p> <p>Social Media Listening and Monitoring, Power of Social Media Listening, Understanding Brand Conversation, Watching the Competition, Developing Strategic Social Media Content, Importance of Tagging, Timing, and Testing your Content, Social Media Content Calendar</p>	10
3	<p>Influencer Marketing</p> <p>Influencer Marketing, Working with Influencers, User Generated Content (UGC) and its importance, Social Engagement - Heart of Social Strategy, One-to-One Engagement on Social Media</p>	05
4	<p>Social Media Advertising</p> <p>Social Selling, Achieving Business Goals Through Social Selling, Social Media Advertising, Advantages of Social Media Advertising, Social Media Advertising Platforms, Creating Digital Ads for Social Media</p>	10
5	<p>Measuring Social ROI</p> <p>Importance of measuring Social Media ROI, Understanding Goals With Social Media, Measuring Social ROI, Evaluation of metrics</p>	10

Suggested Readings:

Swaminathan T.N. & Kartik Kumar, Digital Marketing From Fundamentals to Future, Cengage Publications

Dave Miller · 2020. *Social Media Marketing, 3 Books in One - Excellent Tricks to Grow Your Business, Instagram Marketing to Become a Famous Influencer, Tiktok and YouTube to Make Viral Videos*

Dan Zarrella · 2010. *The Social Media Marketing Book*

Shama Hyder · 2016. *The Zen of Social Media Marketing - An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue*

Neal Schaffer · 2020. *The Age of Influence. The Power of Influencers to Elevate Your Brand*

Eric Butow, Jenn Herman, Stephanie Liu, Amanda Robinson, Mike Allton · 2020. *Ultimate Guide to Social Media Marketing*

Ozuem, Wilson · 2016. *Competitive Social Media Marketing Strategies*

Cherniece J. Plume, Yogesh K. Dwivedi, Emma L. Slade · 2016. *Social Media in the Marketing Context. A State of the Art Analysis and Future Directions*

Katarzyna Sanak-Kosmowska · 2021. *Evaluating Social Media Marketing Social Proof and Online Buyer Behaviour*

Chandler Wright · 2020. *Social Media Marketing - Affiliate Marketing, and Passive Income Ideas 2020: 3 Books in 1 - Build a Brand, Become an Influencer, and Explode Your Business with Facebook, Twitter, YouTube & Instagram*

Jeremy Preace · 2021. *Social Media Marketing 2021 - 4 BOOKS IN 1 - Social Media for Beginners, Instagram Marketing to Become an Influencer, Facebook Advertising, Google AdWords (Analytics, SEO, and ADS for Your Business)*

Suggested Online Readings

<https://www.wordstream.com/social-media-marketing>

<https://www.bigcommerce.com/articles/ecommerce/influencer-marketing/#:~:text=An%20influencer%20is%20a%20celebrity,through%20paid%20endorsements%20and%20recommendations.>

<https://blog.hootsuite.com/user-generated-content-ugc/>

<https://sproutsocial.com/insights/social-media-roi/>

Year II

Semester IV (Level -4)

3. Digital Advertising

Course Objective: This course covers everything about how to create a customer-centric advertising strategy, including journey-based advertising, bidding and targeting strategies, paid search, social media advertising, programmatic, reporting, and more.

Course Outcome: Upon successful completion of this course, the student will be to

- ❖ Advertise at every stage of the buyer's journey.
- ❖ Build digital advertising campaigns that convert.
- ❖ Evaluate the performance of your digital advertising strategy.

Semester: IV

Year: II

Course Title: Digital Advertising

Course Code: VOC-104

Credit: 03

Course Type: Elective

Total number of Lectures: 45

Max Marks: 25+75

Unit	Topic	No. of Lectures
1	Introduction to Digital Advertising Definition of Digital Advertising, Ads are Content, Organic and Paid Ads functioning together, Journey Based Advertising, Adopting Journey Based Advertising for Search and Social	05
2	Targeted Digital Advertising Understanding of Target Audience, Identifying Campaign Objectives, Determining Paid Media Budget, Manual Bidding Vs Automated Bidding, Optimization of Paid Media	10

3	<p>Ad Targeting Strategies and The Art of Copywriting</p> <p>Targeting Strategies of Ads, Demographic Targeting, Behavioral Targeting, Contextual Targeting, Introduction to Copywriting, Designing Ad Creatives, Optimizing Conversion Path</p>	10
4	<p>Paid Search Advertising</p> <p>Social Media Advertising, Paid Search Advertising, Digital Ads For Paid Search, Keyword Research and Match Type, Google Ads, Advanced Google Ads Strategies, Ad Extensions, Google Auction</p>	10
5	<p>Programmatic Advertising and Performance of Ads</p> <p>Programmatic Advertising, Functioning of Programmatic Advertising, Programmatic Advertising Channels, Monitoring Ad Performance, A/B Testing to improve Ad Performance, Attribution Reporting, Calculation of ROAS (Return on Ad Spend)</p>	10

Suggested Readings:

Animesh Sharma, Digital Marketing , Good Writers Publication

Ryan Deiss, Russ Henneberry · 2020. *Digital Marketing For Dummies*

Simon Kingsnorth · 2016. *Digital Marketing Strategy - An Integrated Approach to Online Marketing*

Dawn McGruer · 2020. *Dynamic Digital Marketing - Master the World of Online and Social Media Marketing to Grow Your Business*

Raghavendra Agarwala · 2021. *Hands-on Programmatic In-house Digital Advertising Learn Data Design, AI Implementation, Bidding Strategies, and Strategic Thinking (English Edition)*

Harry J. Gold · 2014. *The Digital Advertising Guide*

Damian Ryan, Calvin Jones · 2011. *The Best Digital Marketing Campaigns in the World Mastering The Art of Customer Engagement*

Melissa Byers · 2019. *Digital Marketing That Actually Works The Ultimate Guide Discover Everything You Need to Build and Implement a Digital Marketing Strategy That Gets Results*

Francisco J. Martínez-López, Steven D'Alessandro · 2020. *Advances in Digital Marketing and ECommerce First International Conference, 2020*

Jerome M. Juska · 2021. *Integrated Marketing Communication - Advertising and Promotion in a Digital World*

DISHEK J. J. MANKAD · 2018. *Understanding Digital Marketing- Strategies for online success*

Suggested Online Readings

<https://www.adroll.com/blog/what-is-targeted-advertising#:~:text=Targeted%20advertising%2C%20or%20ad%20targeting,%2C%20interests%2C%20and%20shopping%20behavior.>

<https://www.searchenginejournal.com/what-is-programmatic-advertising/462655/>

<https://neilpatel.com/blog/ultimate-guide-to-copywriting/>

https://ads.google.com/intl/en_in/home/resources/what-is-paid-search/
