



Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-1 (BBA)

Subject: Introduction to Digital Marketing – BBADM11301

Type of course: Major (Core)

Prerequisite:

Students must have basic understanding of marketing principles and familiarity with internet usage.

Rationale:

The subject is essential for the students as it provides foundational knowledge and practical skills necessary to navigate the increasingly digital business landscape, enabling them to understand and leverage digital marketing tools and strategies for organizational success.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Foundations of Digital Marketing <ul style="list-style-type: none"> • Introduction to Digital Marketing • Evolution of Digital Marketing • Digital Marketing Strategies and Channels • Understanding Consumer Behavior in Digital Space 	15	25 %
2	Website Planning and Development <ul style="list-style-type: none"> • Website Architecture and Design Principles • Content Management Systems (CMS) and Website Development Platforms • Search Engine Optimization (SEO) Fundamentals • Website Analytics and Tracking 	15	25%
3	Social Media Marketing <ul style="list-style-type: none"> • Introduction to Social Media Marketing • Creating Social Media Marketing Strategies • Social Media Platforms and Tools • Content Creation and Management for Social Media 	15	25 %
4	Digital Advertising and Analytics <ul style="list-style-type: none"> • Introduction to Digital Advertising • Google Ads and Display Advertising • Social Media Advertising (Paid Campaigns) • Digital Advertising Analytics and Performance Measurement 	15	25%



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Quiz: Faculty will conduct MCQ test unit wise on GMIU Web Portal (10 MCQ's from each unit)	10
2	Website Designing: Students will select any one business of their choice and then develop a website for that particular business and upload the link of that website on GMIU Web Portal.	10
3	Poster Making: Students will prepare a poster presentation on Evolution of Digital Marketing and upload the PDF file on GMIU Web Portal.	10
4	Content Creation: Students will create a social media post on a product or service of their choice and upload the JPEG file on GMIU Web Portal	10
5	Case Study: Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation and upload it to GMIU web portal.	10
6	Attendance	10
7	Vlog Creation: Students will create a vlog on a product or service of their choice and upload the video file on GMIU Web Portal	10
Total		70



Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	35%	20%	5%	0%	5%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Comprehend the fundamental concepts of digital marketing and recognize various digital marketing strategies and channels.
CO2	Gain skills in planning, developing, and optimizing websites for effective digital marketing campaigns.
CO3	Devise social media marketing strategies and creating engaging content for various social media platforms.
CO4	Create and manage digital advertising campaigns and analyze their effectiveness using analytics tools.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] "Digital Marketing For Dummies" by Ryan Deiss and Russ Henneberry
- [2] "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
- [3] "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns" by Ian Dodson
- [4] "Digital Marketing: A Practical Approach" by Alan Charlesworth
- [5] "Hooked: How to Build Habit-Forming Products" by Nir Eyal

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