



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-3 (M.COM)

Subject: Web Marketing MCOXX13513

Type of course: Major (Core)

Prerequisite: Prerequisites for a Web Marketing subject in M.Com include basic knowledge of marketing principles, understanding of digital platforms, familiarity with consumer behavior online, and proficiency in data analysis tools.

Rationale: The rationale for including a Web Marketing subject in M.Com lies in the growing significance of online channels for businesses, preparing students to navigate digital landscapes, capitalize on e-commerce opportunities, and adapt marketing strategies to evolving consumer behaviors in the digital age.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
CI	T	P		C	Theory Marks		Practical Marks	
			ESE		MSE	V	CA	
04	00	00	04	60	30	10	50	150

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	<p>Introduction to Web Marketing</p> <ul style="list-style-type: none"> ● Overview of digital marketing landscape ● Evolution and significance of web marketing ● Comparison with traditional marketing approaches <p>Website Design and Optimization</p> <ul style="list-style-type: none"> ● Principles of effective website design ● User experience (UX) and user interface (UI) considerations ● Search engine optimization (SEO) techniques for better visibility 	15	25
2	<p>Content Marketing Strategies</p> <ul style="list-style-type: none"> ● Content creation and curation for web marketing ● Blogging, video marketing, and other content formats ● Content distribution and promotion channels <p>Search Engine Marketing (SEM)</p> <ul style="list-style-type: none"> ● Pay-per-click (PPC) advertising fundamentals ● Google Ads and Bing Ads platforms ● Keyword research and ad copywriting techniques <p>Social Media Marketing (SMM)</p> <ul style="list-style-type: none"> ● Utilizing major social media platforms for marketing ● Building and engaging with online communities ● Social media advertising options and strategies 	10	15
3	<p>Email Marketing</p> <ul style="list-style-type: none"> ● Building an email list and segmentation ● Email campaign planning and execution ● Email automation and analytics <p>E-commerce Marketing</p> <ul style="list-style-type: none"> ● E-commerce website optimization ● Conversion rate optimization (CRO) techniques ● Customer relationship management (CRM) for e-commerce <p>Web Analytics</p> <ul style="list-style-type: none"> ● Introduction to web analytics tools (e.g., Google Analytics) ● Understanding key metrics and KPIs ● Data-driven decision-making for web marketing campaigns 	15	25

4	<p>Mobile Marketing</p> <ul style="list-style-type: none"> ● Mobile website optimization ● Mobile app marketing strategies ● Location-based marketing approaches <p style="text-align: center;">Emerging Trends in Web Marketing</p> <ul style="list-style-type: none"> ● Voice search optimization ● Artificial intelligence and machine learning in marketing ● Augmented reality (AR) and virtual reality (VR) applications <p style="text-align: center;">Ethical and Legal Considerations</p> <ul style="list-style-type: none"> ● Privacy and data protection regulations (e.g., GDPR) ● Ethical issues in web marketing practices ● Compliance with advertising standards and guidelines 	20	35
5	<p>Case Studies and Practical Applications</p> <ul style="list-style-type: none"> ● Analyzing successful web marketing campaigns ● Hands-on projects and assignments ● Presentation of marketing plans and strategies 		

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	<p>Website Audit and Optimization Project: Students conduct a comprehensive audit of a website, identify areas for improvement in design, content, and SEO, implement changes, and track performance metrics over time. These activities will provide students with hands-on experience in various aspects of web marketing and enable them to develop analytical skills by analyzing results and preparing reports that can be uploaded to a website for evaluation and feedback.</p>	10
2	<p>*Social Media Campaign Analysis* student will Analyze a successful social media campaign of a brand Identify target audience, campaign goals, and strategies used Evaluate campaign effectiveness using metrics like engagement rates and conversions Create a report highlighting campaign strengths and weaknesses Upload report on university website for peer review</p>	10
3	<p>Website Optimization Project* students will Choose a website and identify areas for improvement in user experience and SEO Conduct keyword research and optimize website content and meta tags Implement optimization techniques like compressing images and minifying code Measure website performance before and after optimization using Google Analytics Document process and results in a report and upload on university website</p>	10



4	Create Poster or video for report Students will choose a product and perform digital marketing on that product, student will create Poster or video for report which student follow process for distal marketing, Regarding video or poster Upload on web portal.	10
5	A group of two students (Maximum) has to work on creating an advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or Snapchat Marketing. The student/s should work on creating the campaign, running the campaign, presenting the results of the campaign in terms of Lead Generation and / or sales and / or web analytics. And students will upload digital reports with documents	10
Total		50

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	40%	40%	20%	-	-	-

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 the above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Develop and execute comprehensive web marketing strategies to effectively promote products or services online and achieve business objectives.
CO2	Craft compelling content strategies tailored to target audiences, fostering engagement and driving conversions across various digital platforms.
CO3	design and implement effective email marketing campaigns, maximizing audience engagement and driving measurable results through strategic planning and optimization.
CO4	Leverage mobile marketing techniques to effectively engage with target audiences, drive brand awareness, and generate actionable insights for business growth.
CO5	Identify and capitalize on emerging trends in web marketing, adapting strategies to leverage technologies like AI, AR, and voice search for optimal online visibility and engagement.



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, Virtual Laboratory

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.] **"Web Marketing That Works: Confessions from the Marketing Trenches"** by Adam Franklin and Toby Jenkins
- [3.] **"Youtility: Why Smart Marketing Is about Help Not Hype"** by Jay Baer Otero and Xavier Martinez-Rolan
- [4.] **"SEO 2023: Learn Search Engine Optimization with Smart Internet Marketing Strategies"** by Adam Clarke
- [5.] **"Contagious: How to Build Word of Mouth in the Digital Age"** by Jonah Berger
- [6.] **"Epic Content Marketing"** by Joe Pulizzi
- [7.] **"Influence: The Psychology of Persuasion"** by Robert B. Cialdini
- [8.] **"The New Rules of Marketing and PR"** by David Meerman Scott

