



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari College of Computer Application
Semester-6 (BCA)

Subject: E-commerce and Digital Marketing –BCAXX16333

Type of course: Ability Enhancement Course

Prerequisite: basic knowledge of computers, internet, and fundamental concepts of business and marketing.

Rationale:

The study of E-commerce and Digital Marketing equips students with knowledge of online business models, digital tools, and marketing strategies essential for today's technology-driven marketplace. It helps them understand how to leverage the internet for business growth, customer engagement, and global reach.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	SEE		CCE			
				Theory	Practical	MSE	LWA	ALA	
3	0	2	4	75	25	30	20	50	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; LWA - Lab Work Assessment; V – Viva voce; CCE- Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

3 Credits * 25 Marks = 75 Marks (each credit carries 25 Marks) Theory

1 Credits * 25 Marks = 25 Marks (each credit carries 25 Marks) Practical

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	Fundamentals of Digital Marketing Introduction to Digital Marketing: Evolution of digital Marketing, Traditional vs. Digital Marketing, Digital Marketing Channels, Digital Marketing Plan, Digital Marketing Strategy, Digital Marketing Application and Benefits, Digital Marketing in India.	09	20%
2	Consumer Insights in the Digital Era The Consumer and Digital Marketing: Consumer Behavior on internet, Impact of Digital Technology on Consumer Behavior, Attributes of online buying behavior, Marketing Intelligence from user's online data understanding consumer demands, brand building on web.	09	20%
3	Social Media Channels and Marketing Approaches: Social Media Marketing: Social Networking, Objectives of Social Media Strategy , Building social media strategy, Types of Social media marketing , Face book marketing , LinkedIn marketing, Instagram marketing ,You tube Marketing, Twitter Marketing.	08	20%
4	Emerging Platforms in Digital Marketing : Emerging Platforms of digital marketing: E-mail marketing, Mobile marketing, Video Marketing, Artificial intelligence and virtual Reality, Short-Form Content Platforms (Reels, Shorts, TikTok), Augmented Reality (AR) Marketing, Voice Search & Smart Assistants (Alexa, Google Assistant), Programmatic Advertising Platforms in Digital Marketing	07	20%
5	Introduction to E-Commerce and Business Models: Introduction to E-Commerce: Meaning of electronic commerce, business applications of ecommerce, comparison with traditional commerce. Business Models in E-Commerce- e-shops, e-procurement, e-auctions, value chain integrators, information brokerage, telecommunication, collaboration platforms., Electronic payment system, E-Banking-Concept, operations, online fund transfer-RTGC, ATM, etc.,	12	20%



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Digital Marketing Plan Creation : Students will prepare a basic digital marketing plan for a small business it Include: target audience, digital channels, and promotional strategy and create a detail document and upload on GMIU Web Portal.	10
2	Online Consumer Survey: Design a Google Form survey to collect data on online shopping habits of students (e.g., preferred websites, payment methods, and reasons for trust). Student will make results with charts/graphs. And upload it on GMIU web portal.	10
3	Smart Creative Content: Students will be assigned any product or service(like an online bookstore, a clothing brand, or a mobile app. Students will create banner using free AI tools such as Canva or Predis.ai. and upload your completed work on the GMIU Web Portal	10
4	Selective Response: Student will be assigned a selective response based test on GMIU web Portal.	10
5	The Evolution of digital Marketing: Students will create a timeline poster showing the major stages in the evolution of digital marketing (1990s – present) and upload that on GMIU web Portal.	10
Total		50

Suggested Specification table with Marks (Theory):75

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	30%	10%	-	-

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	Describe digital marketing evolution, strategies, channels, and applications with Indian market relevance.
CO2	Analyze online consumer behavior and apply digital insights for effective brand building.
CO3	Develop and implement effective social media strategies across major platforms.
CO4	Explain emerging digital marketing platforms to apply innovative promotional strategies.
CO5	Understand e-commerce concepts, business models, payment systems, and e-banking applications for digital transactions.

List of Practical:

Sr. No	Descriptions	Unit No	Hrs
1	Search and analyze popular digital marketing campaigns using Google search/YouTube.	1	2
2	Use Canva (free tool) to design a simple digital marketing poster/plan.	1	2
3	Use Google Trends to analyze consumer demand for two different products.	2	2
4	Create a simple Excel chart showing online buying behavior survey results (students as sample).	2	2
5	Design and post a sample Instagram marketing post using Canva.	3	3
6	Upload a short demo video to YouTube (unlisted/private) with title & description.	3	2
7	Create a Twitter/X account and draft a tweet for brand promotion.	3	2
8	Create and send a demo Email Marketing campaign using Mailchimp .	4	2
9	Draft an SMS campaign using online SMS simulation tools (demo).	4	2
10	Make a short 30-sec video ad using free video editing tools (InShot/Canva)..	4	2
11	Explore and present AI tools (ChatGPT, Copy.ai, Jasper) for digital marketing content and prepare one post .	4	3
12	Watch and analyze a VR/AR marketing campaign video and prepare a case study .	4	2



13	Prepare a report on different E-Commerce models (B2B, B2C, etc.) with examples.	5	2
14	Visit and compare Amazon vs. Flipkart websites (UI, features, models).	5	2
		Total	30

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of 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 laboratory.

Reference Books:

- [1] Digital Marketing – *Seema Gupta* (McGraw Hill Education, India)
- [2]. E-Commerce: Business, Technology, Society – *Kenneth C. Laudon & Carol Guercio Traver*
- [3]. Marketing 4.0: Moving from Traditional to Digital-*Philip Kotler, Hermawan Kartajaya & Iwan Setiawan*
- [4] E-Marketing – *Judy Strauss & Raymond Frost*

