



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-6 (BBA)

Subject: Digital Marketing – BBAMM16323

Type of course: Major (Core)

Prerequisite:

Basic knowledge of Marketing, Internet usage, and Social Media platforms.

Rationale:

The study of Digital Marketing enables students to understand online platforms, consumer engagement, and analytical tools for designing effective marketing strategies and campaigns.

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	Introduction to Digital Marketing: Meaning, importance, difference between traditional and digital marketing, digital consumer behavior, digital marketing channels and strategy, Emerging trends: Artificial Intelligence, Chatbots, and Voice Search, Challenges in measuring digital marketing ROI, Legal and ethical issues in digital marketing	15	25
2	Search Engine Optimization (SEO) and Search Engine Marketing (SEM): Introduction to Search Engine Optimization (SEO), Types of Search Engine Optimization (SEO), Keyword Research in Search Engine Optimization (SEO), SEO Tools, On-Page Search Engine Optimization (SEO), Off-Page Search Engine Optimization (SEO), Google Ads, Pay-per-click campaigns.	15	25
3	Social Media and Content Marketing: Introduction to Social Media Marketing, Social Media Platforms and Tools, campaign planning, influencer marketing, content creation and curation, e-mail marketing strategies.	15	25
4	Digital Advertising and Analytics: Introduction to Digital Advertising, Google Ads and Display Advertising, Social Media Advertising (Paid Campaigns), Digital Advertising Analytics and Performance Measurement, Programmatic advertising and real-time bidding (RTB), Attribution modeling and customer journey mapping, Predictive analytics and future trends in ad performance	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Traditional vs Digital Students will select a product of their choice. They have to identify traditional and digital tools used by the company and prepare pros and cons of both the channel. Submit report as PDF on GMIU Web Portal.	10
2	Digital Marketing Campaign Design Students will create a social media marketing campaign for a chosen product/service. The campaign should include platform selection, target audience, sample posts, and hashtags. They will document the campaign. Upload it on the GMIU Web Portal.	10



3	Social Media Calendar Students will select brand of their choice and prepare a one-month content calendar for a brand. Upload PDF on GMIU Web Portal.	10
4	Blog Writing Students will write a 600–800-word blog optimized for digital marketing practices (SEO, readability, keyword placement, and call-to-action). They will upload the blog file in Word/PDF format on the GMIU Web Portal.	10
5	Email Draft Students will prepare a sample marketing email with subject line and body content, and upload it in PDF/Word format on the GMIU Web Portal.	10
6	Case Study Analysis: Students will be provided a case study. Students have to analyze the case and upload the solution with findings on GMIU Web Portal.	10
7	Attendance	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	40%	30%	10%	10%	10%	0%

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	Understand the concepts, significance, and applications of digital marketing strategies.
CO2	Apply SEO, SEM, and social media techniques for effective marketing campaigns.
CO3	Evaluate content marketing, e-mail marketing, and analytics for decision-making.
CO4	Analyze digital trends and formulate marketing strategies for competitive advantage.



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] Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing (7th ed.). Pearson.
- [2] Ryan, D. (2016). Understanding digital marketing: Marketing strategies for engaging the digital generation (4th ed.). Kogan Page.
- [3] Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for humanity. Wiley.
- [4] Charlesworth, A. (2018). Digital marketing: A practical approach (3rd ed.). Routledge.

