



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-5 (BBA)

Subject: Digital Marketing and E- Commerce - BBADM15318

Type of course: Major (Core)

Prerequisite:

Students should have basic knowledge of marketing principles, strategies, digital platforms, the global business environment, and basic computer skills relevant to digital marketing and e-commerce.

Rationale:

This course aims to provide students with a comprehensive understanding of digital marketing and e-commerce concepts and practices. It helps them develop skills to plan, implement, and manage online marketing strategies effectively. The course also focuses on understanding consumer behavior, digital tools, and emerging technologies. Additionally, it prepares students to adapt to the dynamic and competitive digital business environment.

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	<p>Introduction to Digital Marketing</p> <ul style="list-style-type: none"> • Evolution of Digital Marketing • Traditional vs Digital Marketing • Digital Marketing Channels • Digital Marketing Strategy • Digital Marketing Plan • Applications and Benefits of Digital Marketing • Digital Marketing in India 	15	25
2	<p>Consumer Behavior & Social Media Marketing</p> <ul style="list-style-type: none"> • Consumer Behavior on the Internet, Impact of Digital Technology on Consumer Behavior • Online Buying Behavior, Marketing Intelligence from Online Data • Understanding Consumer Needs, Brand Building on the Web • Social Media Concepts, Objectives of Social Media Strategy • Building Social Media Strategy, Types of Social Media Marketing • Facebook, Instagram, YouTube & LinkedIn Marketing 	15	25
3	<p>Emerging Digital Marketing Platforms</p> <ul style="list-style-type: none"> • E-mail Marketing, • Mobile Marketing • Video Marketing • Introduction to Artificial Intelligence in Marketing and Advantages. • Virtual Reality in Marketing • Online – Advertising by Other Digital Platforms. 	15	25
4	<p>E-Commerce Fundamentals</p> <ul style="list-style-type: none"> • Meaning and Scope of E-Commerce • Business Applications of E-Commerce • E-Commerce vs Traditional Commerce • Major E-Commerce Business Models (E-shops, E-auctions, etc.) • Electronic Payment Systems • E-Banking and Online Fund Transfer (RTGS, ATM) 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Digital Marketing Evolution Timeline Students will create a timeline showing the evolution of digital marketing from early internet days to modern AI-based marketing. They will highlight key developments and innovations and prepare a summarized report in PDF format. Upload the file on GMIU Web Portal.	10
2	Traditional vs Digital Marketing Comparison Students will compare traditional and digital marketing by selecting real-life examples. They will analyze differences in cost, reach, and effectiveness and prepare a summarized comparison report in PDF format. Upload the file on GMIU Web Portal.	10
3	Social Media Campaign Design Students will design a social media campaign for a product using platforms like Facebook or Instagram. They will define objectives, target audience, and content strategy and prepare a summarized report with sample posts in PDF format. Upload the file on GMIU Web Portal.	10
4	Emerging Technology in Marketing Students will explore technologies like Artificial Intelligence or Virtual Reality in marketing. They will find real-world applications and explain their impact on marketing effectiveness in a summarized report in PDF format. Upload the file on GMIU Web Portal.	10
5	E-Commerce Platform Analysis Students will visit a local business or logistics center engaged in e-commerce activities to understand order processing, packaging, and delivery systems. They will observe the use of digital platforms and payment methods in real operations. Students will prepare a summarized report in PDF format and upload the file on GMIU Web Portal.	10
6	Case Study Students will be provided a case study. Students have to analyze the case and upload the solution 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	30%	30%	10%	20%	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, evolution, and key components of Digital Marketing and its role in the modern business environment.
CO2	Evaluate consumer behavior and the effectiveness of social media marketing strategies across digital platforms.
CO3	Interpret the role and impact of emerging technologies like AI, mobile, and video marketing in digital marketing practices.
CO4	Analyze the fundamentals of E-Commerce, including business models, applications, and electronic payment systems.

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] Gupta, S. (2020). Digital marketing. McGraw Hill Publications.
- [2] Puthussery, A. (2020). Digital marketing. Notion Press.
- [3] Bhatia, P. (2019). Fundamentals of digital marketing. Pearson Publications.
- [4] Greenstein. (n.d.). Electronic commerce. Tata McGraw Hill.
- [5] Norton, P. (n.d.). Introduction to computer (4th ed.). Tata McGraw Hill (P) Ltd.

