

BHAGWAN MAHAVIR UNIVERSITY, SURAT

S.Y B.M.S (Bachelor of Management Studies)

1060205307 - DIGITAL MARKETING

Second Year BMS

Semester – III

Subject Name	Digital Marketing
Subject Code	1060205307
Objectives	<ul style="list-style-type: none">• To make students aware of Digital Marketing• To make them know the latest business development tools in the fields of Digital Marketing
Course Outcome	<ul style="list-style-type: none">• To ensure students' sound development related to Digital Marketing• To make them learn how it practically works.
Course Duration	The course duration is of 45 sessions of 60 minutes each.
Teaching Methods	The course will use the following pedagogical tools: (a) Lectures and Discussions (b) Assignment/Activities/Quiz/Class participation
Evaluation	Continuous Evaluation
	Internal Assessment-(30 Marks) Internal Exam/Assignments/Quiz/Class participation/Attendance, etc. External Assessment- (70 Marks)

Course Content

UNIT-1	INTRODUCTION TO DIGITAL MARKETING	40%
	1.1 Introduction to Digital Marketing 1.2 Web Store Planning and Creation 1.3 Search Engine Optimization 1.4 Search Engine Marketing 1.5 Social Media Marketing 1.6 Email Marketing 1.7 Mobile Marketing	

	1.8 Digital Display Advertising 1.9 Overview of Web Analytics and Google Analytics 1.10 Overview of Google Tools for the Digital Marketer	
UNIT-2	SOCIAL MEDIA MARKETING 2.0	35%
	2.1 Social Media Marketing 2.0 2.2 Inbound Marketing and Lead Generation 2.3 Content Marketing	
UNIT-3	CREATING ONLINE BUZZ	25%
	3.1 Creating Online Buzz 3.2 Growth Hacking 3.3 Artificial Intelligence and Chatbots 3.4 Guide to Google Certification	

Text Book:

1. Dr. Rushen Chahal, "Digital Marketing 2.0", Himalaya Publishing House