

DEVA MATHA COLLEGE, KURAVILANGAD

Affiliated to Mahatma Gandhi University, Kottayam



Syllabus

ADD-ON COURSE

In

Digital Marketing and Online Business

Academic Year: 2021-22



DEVA MATHA COLLEGE KURAVILANGAD

DEPARTMENT OF COMMERCE

Add on Courses offered for Students : 2021-2022

- **Digital Marketing and Online Business - *for II DC Students***
DMCK/ COM/AD 06/2021
- **Research Capability Enhancement - *for III DC Students***
DMCK/ COM/AD 07/2021
- **IIPG-Data Analytics Using R- 14 - *for PG Students***
DMCK/STATS/AD 38/2021
- **IPG-Certificate Course in Mutual Fund Distribution**
DMCK/ COM/AD 08/2021

Department Coordinators : Ms. Soumya Sebastian (UG)
Mr. Renny A. George(PG)

Title:	Digital Marketing and Online Business
Instructional Hours:	30 Hours
Duration:	3 months
Mode of Instruction:	Online, Offline
Intake Capacity:	50
Eligibility:	+2

Digital marketing is a component of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media platform to promote products and services. One of the biggest reason digital marketing has become so important is the engagement it brings. You can converse with your prospective and current customers, answer questions and resolve issues. You can interact with a wide audience meaning you can do more than just sell.

OBJECTIVE- The objective of this course is to make the students familiar with the mechanism of conducting business transactions through electronic media.

Module 1: Introduction to Digital Marketing

- Meaning-Digital Marketing Vs Traditional Marketing –Digital Marketing Platforms-Advantages of Digital Marketing- Digital Marketing Channels-: Digital marketing tools/e-tools-The internet micro- and macro-environment-Keywords-Types of Keywords-Keyword research process- How to use pictures for Digital Marketing-The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan. (8 Hours)

Module 2: Website& Search Engine Introduction

Internet –understanding Domain names & Domain extensions-Different types of websites-Planning & conceptualising a Website-Search Engine Optimisation (SEO)-definition of search engine Optimization (SEO); advantages and disadvantages of SEO -best practice in SEO -Search engine marketing (SEM)-definition of SEM; Major functions of a Search Engine--Social Media Marketing-Facebook marketing-Linkedin Marketing-Twitter Marketing-Video Marketing-using Youtube for business-Email marketing-Content marketing (10 Hours)

Module 3:Digital Innovation and Trends

The contemporary digital revolution-Digital transformation framework-security and privatization issues with digital marketing-understanding trends in digital marketing (4 hours)

Module 4- Online Business

Meaning and concept – E– commerce v/s Traditional Commerce– E– Business & E– Commerce – History of E– Commerce – EDI – Importance, features & benefits of E– Commerce – Impacts, Challenges & Limitations of E– Commerce – Supply chain management & E – Commerce – E – Commerce infrastructure - Electronic Payment Systems, Need of Electronic Payment System- Digital economy: Identify the methods of payments on the net – Electronic Cash, cheques and credit cards on the Internet-Understanding Ethical, Social and Political issues in E-Commerce (8 hours)

Course Outcome:

Learning Outcome:

- Students gain an overall understanding of digital marketing and online business.
- Provides introduction to Social Media Marketing platforms like Facebook, Twitter, YouTube, Pinterest, etc.
- Students will be able to identify the importance of the digital marketing for marketing success.
- Students will develop an understanding of the latest digital practices for marketing and promotion


Assessment Procedure:

One hour duration written examination

Grading

Grading Scale	Grade
90-100%	A
80-89.9%	B
70-79.9%	C
60-69.9%	D
50-59.9%	E
0-49.9%	F




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