

DEVA MATHA COLLEGE KURAVILANGAD

Affiliated to Mahatma Gandhi University, Kottayam



SYLLABUS

OF

ADD-ON COURSE

IN

Digital Marketing and Online Business

Academic Year: 2022-23



DEVA MATHA COLLEGE KURAVILANGAD

DEPARTMENT OF COMMERCE

Add on Courses offered for Students : 2022-2023

1. Mutual Fund

DMCK/ COM/AD 03/2022

2. Digital Marketing and Online Business

DMCK/ COM/AD 04/2022

**Department Coordinators : Ms. Soumya Sebastian
Mr. Renny A. George**



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

DEVA MATHA COLLEGE KURAVILANGAD

ADD-ON COURSE FOR THE AY 2022-23

Course Objectives

1. The objective of this course is to make the students familiar with the mechanism of conducting business transactions through electronic media.
2. The program aims at developing an overall understanding of digital marketing / online marketing platforms
3. This course provides an understanding of the ever evolving digital landscape and examines the strategic role of digital marketing processes and tools in designing the overall Marketing strategy and the Digital Marketing Plan.
4. Analyze the role that social marketing plays in the digital landscape and marketing mix.

Module 1 (8 Hours)

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.

Module 2 (10 Hours)

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

Module 3 (4 Hours)

Digital Innovation and Trends

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

Module 4 (8 Hours)

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

References

1. Gangeshwer, D.K., 2013. E-Commerce or Internet Marketing: A business review from Indian context. International journal of u- and e-service, science and technology, 6 (6), 187-194.
2. Kingsnorth, S., 2016. Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page, Business & Economics
3. Gangeshwer, D.K., 2013. E-Commerce or Internet Marketing: A business review from Indian context. International journal of u- and e-service, science and technology, 6 (6), 187-194.


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




Principal
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