SARDAR VALLABHBHAI PATEL EDUCATION SOCIETY'S
R. N. G. PATEL INSTITUTE OF TECHNOLOGY - RNGPIT
An Autonomous Institute u/s UGC Act 1956
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Program Name: Integrated M.Sc. (I.T.)
Level: Post Graduate
Branch: Information Technology
Subject Code: 1BS306
Subject Name: Digital Marketing

w. e. f. Academic Year:	2025-26
Semester:	03
Category of the Course:	Skill Enhancement Course

Prerequisite:	NIL
Rationale:	This course equips students with essential digital marketing skills, covering SEO, SEM, and social media marketing to optimize online presence and manage digital campaigns effectively.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
01	Identify digital marketing and its key channels.
02	Demonstrate SEO techniques and keyword lifecycle
03	Outline strategies for search engine marketing, ads, and remarketing.
04	Explore social media platforms, and performance analytics.

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+(PR/2)	Assessment Pattern and Marks				Total Marks
L	**T**	**PR**	**C**	Theory		Tutorial / Practical		
				SEE (TH)	**IAT**	**CCE**	**SEE (P)**	
2	**0**	**0**	**2**	**50**	**30**	**20**	**0**	**100**

Where SEE: Semester End Examination, IAT: Internal Assessment Test, CCE: Continuous and Comprehensive Evaluation

Course Content:

Unit No.	Content	No. of Hours	%of Weightage
1.	**UNIT 1 : Introduction to Digital Marketing** 1.1 Introduction to Digital Marketing 1.2 Definition of Digital Marketing 1.3 Difference between Traditional VS Digital Marketing 1.4 Key Digital Marketing Channels	7	20%
2.	**UNIT 2: SEO (Search Engine Optimization)** 2.1 What is Search Engine Optimization 2.2 How Search Engine Works(Context of Google) 2.3 Understanding Web Crawlers 2.4 Keywords- Lifecycle, Types, Classification 2.5 Types of SEO 2.6 On-Page SEO & Off-Page SEO techniques 2.7 Google algorithm & Keyword Planner	8	30%
3.	**UNIT 3: Search Engine Marketing** 3.1 What is Search Engine Marketing 3.2 Strategy and Search Marketing 3.3 Types of ads 3.4 Understanding Search ads 3.5 Keyword Research for ads 3.6 Display ads & Remarketing Basics	7	20%

4.	**UNIT 4: Social Media Marketing** 4.1 Decoding Instagram and Facebook Algorithm 4.2 Instagram Post Funnel 4.3 Twitter and Linkedin 4.4 Youtube 4.5 How to get organic Results 4.6 Optimization Checklist 4.7 Analytics & Insights for Social Media Performance	**8**	**30%**
	Total	**30**	**100**

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks					
R Level	**U Level**	**A Level**	**N Level**	**E Level**	**C Level**
40	**40**	**20**	-	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create
(as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:
(a) Books:

1.Aaker, D. 1996. Building Strong Brands. New York, NY: n.p.
2. Aaker, D., and A. Marcum. 2017. "The Satisfied vs. Committed Brand Loyalist and What Drives Them." Marketing News 51, no. 1, 24-25.
3.Oliveira, A, 2017. A Four-Step Guide To Creating Your Digital Marketing Plan, https://www.forbes.com/sites/forbesagencycouncil/2016/11/17/a-four-step-guide-to-creating- your-digital-marketing-plan
4. McDonald, M.,2012. Market Segmentation: How to do it, how to profit from it, John Wiley & Sons.
5.Stern, C.W. and Deimler, M.S., 2006. The Boston Consulting Group on Strategy: Classic concepts and new perspectives, John Wiley & Sons

(b) Open source software and website:

1. https://wordpress.org
2. https://jekyllrb.com
3. https://github.com/mvdicarlo/postybirb
4. https://flockler.com
5. https://buffer.com/

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