



ARSD College, University of Delhi

Model Course Handout/Lesson Plan

Course Name : Skill Enhancement Course						
Semester	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
I	SEC	Digital Marketing	0	0	4	2
Teacher/Instructor(s)		DILIP KUMAR GUPTA				
Session		2022-23				

Course Objective:

- To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.
- To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives.

Course Learning Outcomes: After completing the course, the student shall be able to:

- ✓ understand the concept of digital marketing and its integration with traditional marketing.
- ✓ understand customer value journey in digital context and behaviour of online consumers
- ✓ to understand email, content and social media marketing and apply the learnings to create digital media campaigns.
- ✓ examine various tactics for enhancing a website's position and ranking with search engines
- ✓ leverage the digital strategies to gain competitive advantage for business and career.
- ✓

Lesson Plan:

Unit No.	Learning Objective	Practical Lecture/Weekly	Topics to be covered
1.	Marketing in the Digital World	1 st Week	Digital marketing: Concept, Features, Difference between traditional and digital marketing, Moving from traditional to digital Marketing
		2 nd Week	Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based-Display Advertising; Community Based-Social Media Marketing; Others-Affiliate, Email, Content, Mobile.
		3 rd Week	Customer Value Journey: 5As

			Framework; The Ozone 03 Concept Key; Traits of online consumer
2.	Content and Email Marketing	4 th Week	Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy
		5 th Week	Email Marketing: Types of Emails in email marketing, Email Marketing best practices
3.	Social Media Marketing and Display Marketing	6 th -7 th Week	Social Media Marketing: Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)
		8 th -10 th Week	Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define-Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy
4.	Search Engine Marketing	11 th Week	Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model
		12 th Week	Search Engine Optimization: Overview of SEO Process; Goal Setting-Types. On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics
		13 th Week	Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects-Compatibility, Structured Data Markup. Off Page Optimization: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques
		14 th Week	Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads,
		15 th Week	Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Evaluation Scheme:

No.	Component	Duration	Marks
1.	<ul style="list-style-type: none">• Practical (Internal)		40
	<ul style="list-style-type: none">• Continuous Assessment		20
	<ul style="list-style-type: none">• VIVA		20

Suggested Books:		
Sl. No.	Name of Authors/Books/Publishers	Year of Publication/Reprint
1	Seema Gupta: Digital Marketing: McGraw Hill	2022
2	Ultimate Guide to Digital Marketing by Digital Marketer	2022
3	Moutusy Maity: Internet Marketing: A Practical approach in the Indian Context: Oxford Publishing	2022
Mode of Evaluation:	Practical (40 Marks) + Continuous Assessment(20) + VIVA (20)- Total 80 Marks	