



**ADIKAVI NANNAYA UNIVERSITY:: RAJMAHENDRAVARAM**  
**B.Com. Commerce Syllabus (w.e.f:2020-21A.B)**

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|--------------------|----------------------------------------------------------|------------------|
| <b>B.Com</b>       | <b>Semester – V (Skill Enhancement Course- Elective)</b> | <b>Credits:4</b> |
| <b>Course: 16C</b> | <b>Digital Marketing</b>                                 | <b>Hrs/Wk:5</b>  |

**Learning Outcomes**

Upon successful completion of the course students will be able to;

1. Analyze online Micro and Macro Environment
2. Design and create website
3. Discuss search engine marketing
4. Create blogs, videos, and share

**Syllabus:** Total 75 hrs (Teaching 60, Training 10, Others 05 including IE etc.)

**Unit 1: Introduction**

Digital marketing: Meaning – importance – traditional online marketing vs digital marketing – online market place analysis Micro Environment – Online Macro Environment - trends in digital marketing – competitive analysis.

**Unit-II: Web site planning and creation**

Web Site: meaning – objectives – components of website - website creation – incorporation of design and – adding content, installing and activating plugins.

**Unit 3: Search Engine Optimization (SEO)** SEO: Meaning – History and growth of SEO –

Importance of Search Engine - Onpage Optimization – offpage optimization – Role of Search Engine Operation - google Ad words – Search Engine Marketing: Campaign Creation – Ad Creation, Approval and Extensions.

**Unit 4: Social Media Marketing:**

Meaning of social media and Social Media Marketing – social Management tools - strategy and planning – social media network – Social Networking – video creation and sharing – use of different social media platforms - Content creation - Blogging – Guest Blogging.

**Unit 5: Email marketing:** Meaning – Evolution of email –

importance of email marketing –

Development and Advancements in email marketing - email marketing platforms –

creating and Tracking emailers – create forms – create opt-in lists – mapping industry trends and eliminating spam messages.

**References**

1. Digital Marketing for Dummies by Ryan Deiss & Russ Henneberry, publisher John Wiley first edition 2020.
2. **Youtility** by Jay Baer, Published by Gilda Media LC Portfolio 2013,
3. **Epic Content Marketing** by Joe Pulizzi, McGraw-Hill Education, 2013
4. New Rules of Marketing and PR by David Meerman Scott. Wiley, 2017
5. **Social Media Marketing All-in-one Dummies** by Jan Zimmerman, Deborah Ng, John Wiley & Sons.
6. Digital Marketing 2020 by Danny Star, Independently Published, 2019
7. *Websources suggested by the concerned teacher and college librarian including reading material.*



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**Co-CurricularActivities:**

**A. Mandatory** (*Student training by teacher in field related skills: 10hrs.*):

1. **For Teachers:** teacher shall train students (using actual field material) in classroom/field for not less than 10 hours in the skills in digital marketing viz., SEO, SEM, Social media Marketing, content writing, e-mail marketing, web designing and development, Blogging, Google ad words.
2. **Students:** Students shall individually undertake an online study on any aspect such as Analysis of local online Micro and Macro Environment and make a trend analysis of digital marketing, Build a blog on any topic or subject of their interest, Develop website to market for (real/imaginary) product or service, Create video with product or service description to evoke customer attention. Each student has to submit his/her observations as a handwritten Fieldwork/Project work Report not exceeding 10 pages in the given format to the teacher.
3. Max marks for Fieldwork/Project work Report: 05.
4. Suggested Format for Fieldwork/Project work (not more than 10 pages): Title page, student details, contents, objective, step-wise work done, findings, conclusions and acknowledgements.
5. Unit tests (IE).

**B. Suggested Co-Curricular Activities**

1. Organize short term training on Digital Marketing in collaboration with local or online skill providers.
2. Seminars/Conference/ Workshop on significant and emerging areas in Digital Marketing
3. Real time work experience with Digital marketing service providers.
4. Arrange for Interaction with Area Specific Experts.