

GOVERNMENT DEGREE COLLEGE

MANDAPETA



ADD ON PROGRAMME

2024-25

DIGITAL MARKETING

SYLLABUS

DEPARTMENT OF COMMERCE

COURSE TITLE: DIGITAL MARKETING

COURSE CODE : DMQA

NO. OF HOURS : 30

Learning Objectives:

- Brand awareness: Increasing the level of familiarity consumers have with your brand.
- Increasing traffic: Increasing the number of user visits to your website or mobile app from social media
- Building a community of advocates: Sharing brand loyalty with thousands of people in real-time.

Learning Outcomes:

After successful completion of this course, students will have the knowledge and skills to

- : Employ the important concepts of marketing
- Practice the various theoretical aspects in Facebook marketing
- Create Instagram business profile and promote business

Unit I:	Introduction to Digital Marketing	6 hr.
Unit II:	Social Media Marketing.	6 hr.
Unit III:	E-Commerce Management.	6 hr.
Unit IV:	Email Marketing	6 hr.
Unit V:	Affiliate Marketing	6 hr.

Reference Books:

1. Crittenden, V., & Crittenden, W. (2015). Digital and social media marketing in business education: Implications for the marketing curriculum..
2. Evans, L. (2010). Social media marketing: strategies for engaging in Facebook, Twitter & other social media. Pearson Education..