



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc), 5th Semester
Branch: Software Development
Subject Name: Digital Marketing
Subject Code: 21150204

Type of course: Core

Prerequisite: Knowledge of Basic Computer and Internet

Rationale: Digital marketing has been around for quite some time but it hasn't been very well defined. We tend to think that digital marketing encompasses banner advertising, search engine optimization (SEO) and pay per click. Yet, this is too narrow a definition, because digital marketing also includes e-mail, RSS, voice broadcast, fax broadcast, blogging, podcasting, video streams, wireless text messaging, and instant messaging.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1.	Digital Marketing Overview Basic of Digital Marketing, Difference of Internet vs Traditional Marketing Overview of Domain Registration & Hosting Overview of SEO (Search Engine Optimization), SMO (Social Media Optimization), SEM (Search Engine Marketing)	08	10
2.	Search Engine Optimization Overview of SEO, Working with SEO, Types of SEO, Introduction ON & OFF PAGE SEO, Overview of Google Keyword Planner, HTML Tags for SEO, Introduction to Social Media Plan, SEO of an Image and links, SEO Tools, Pay Per Click Content marketing Introduction to content marketing, technique to write content, importance of content marketing, types of content, techniques to market content, blog creation and delivery, Role of social media	04	20
3.	GOOGLE Search Console Understanding Site Performance, URL Inspection - Fetch As Google, Search Traffic and Google Links Indexing Google Analytics Overview of Google Analytics Dashboard, Applying configuration settings, Storing data and generating reports Google Adwords Overview Google ADS, Overview of Search & Display Advertising, Creating Ad, Google Ad Campaigns, Google AdSense	12	20



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4.	Affiliate Marketing Overview of affiliate marketing, Benefits of affiliate marketing, Process of Affiliate marketing, Branding and promotions E-MAIL Marketing Overview of email marketing, Importance of Email-Marketing, Email Marketing Platforms - Mail-chimp, Sendinblue YouTube Marketing Creating YouTube channel & Marketing through it, Post and optimize videos with titles, descriptions etc, Create clickable thumbnails, YouTube Monetization	10	30
5	LinkedIn Marketing Marketing and analyzing on LinkedIn, How to use LinkedIn for marketing, Making powerful LinkedIn Marketing Strategy, How to work as LinkedIn Marketing Agency Facebook Marketing Creating Facebook Page to grow business, Target website visitors, Facebook App Advertisements, Learning about Pixel Codes Freelancing Projects Overview of Freelancing, needed of freelancing, Starting up freelancing work, communication with client	08	20
	Total	42	100

Reference Books:

1. Fundamentals of Digital Marketing by Pearson
2. Social Media & Mobile Marketing by Punit Bhatia.

Suggested Specification Table with Marks (Theory): (For BVOC only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
10	20	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Understand basics of digital marketing	10
CO-2	Understand concepts of SEO, content and develop a blog.	20
CO-3	Understand Google Ads and Google Analytics, Google Adwords.	20
CO-4	Understand Affiliate Marketing, Email marketing and YouTube Marketing	30
CO-5	Understand LinkedIn Marketing, Facebook marketing, Freelancing Projects.	20



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List of Open Source Software/learning website:

Students must refer to following sites to enhance their learning ability.

- <https://www.javatpoint.com/digital-marketing>
- www.w3schools.com
- <https://www.geeksforgeeks.org/different-types-of-digital-marketing>
- https://www.tutorialspoint.com/digital_marketing