



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

SEMESTER-IV

DIGITAL MARKETING

Credits: 2

2 hrs/week

Course Objective:

With the popularity of digital marketing rising steadily, the interest of individuals is also being awakened in this field. The course is aimed at creating awareness and knowledge application of various Digital Marketing tools to individuals from multidisciplinary background.

Learning Outcomes:

The learner is able to:

1. Know the emerging trends in digital marketing and applicable knowledge of various digital marketing tools.
2. Build a functional website with the help of WordPress and exposure to Search Engine Optimization tools;
3. Understand the different types of Social Media Marketing Techniques;

Unit I: Introduction to Digital Marketing:

(8 Hrs)

Concept, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing; Digital Marketing Platforms: Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing; Migrating from Traditional Channels to Digital Channels; Digital Marketing Trends.

Unit II: Website Design and Development:

(12 Hrs)

Basics of website design and development, Elements of a good website, Responsive web design and its importance; Understanding the functionality of WordPress: Add content, Install and Activate plugins, Functionality of different plugins; Understanding user experience and user interface design. Search Engine Optimization (SEO): Importance of SEO, understanding Web Search – keywords, HTML tags, Inbound Links, Display Ads - choosing a Display Ad Format, Landing Page and its importance.

Unit III: Social Media Marketing:

(10 Hrs)

Understanding Social Media, Social Networking with Facebook, LinkedIn, Blogging as a social medium, Microblogging with Twitter / X, Social Sharing with YouTube, Social Media for Customer Reach, Acquisition and Retention. Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

Curricular Activities:

1. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
2. Blog Creation: This involves setting up a website on WordPress and creating a blog populated with pages, posts, and plugins.
3. SEO : This involves performing SEO on your blog or conducting an SEO audit of a website
4. Social Media Marketing: Here, you will run a 5-day campaign on Facebook Ads manager to drive traffic to either your blog/ a website or create engagement for your Facebook page. You will learn how to run the campaign from end to end from setup to optimization.
5. Google Analytics 4: Learners will analyze their blog using Google Analytics 4. They will generate, read and present insights from Google Analytics reports.

Reference Books

1. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016
5. Richard Gay, Alan Charles worth and Rita Esen, Online marketing – A customer led approach Oxford University Press 2007.
6. Chuck Hemann& Ken Burbary, Digital Marketing Analytics, Pearson, 2019
7. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns 1st Edition, Kindle Edition by Ian Dodson (Author) Format: Kindle Edition
8. Fundamentals Of Digital Marketing, 2e Kindle Edition by Bhatia (Author) Format: Kindle Edition
9. Digital Marketing: Strategy & Tactics | IM | e by Jeremy Kagan et al.

E- Learning Reference:

1. https://www.bluehost.com/cs/special/wordpresscampaigns?utm_campaign=wordpress_PP_C&utm_source=googleads&utm_medium=genericsearch&utm_affiliate=bluehost_PPC&irpid=101&clickid=P61C101S570N0B5578A2D4499E0000V110&pb=signup_searchgenericpromo&channelid=P61C101S570N0B5578A2D4499E0000V110&utm_source=google&utm_medium=genericsearch&gclid=CjwKCAjww7KmBhAyEiwA5PUSvRfsUqR5d7VlwKNJ5i5CiFPGCpFkBH8upqIAzrkT6KvhoiewDp-jBoCtHsQAvD_BwE&gclsrc=aw.ds
2. https://swayam.gov.in/nc_details/NPTEL