



ANDHRA KESARI UNIVERSITY :: ONGOLE

Model Syllabus for Digital Marketing (Minor) in consonance with Curriculum
framework w.e.f. AY 2025-26

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
II	III	1	Fundamentals of Digital Marketing	4	4
	IV	2	Social Media Marketing	4	4
III	V	3	Affiliate Marketing	4	4
		4	Search Engine Optimisation	4	4
	VI	5	E-Mail Marketing	4	4
		6	Mobile Marketing	4	4

DR. H. SREENIVASA CHARYULL
Chairman, E.C.S. (U.G.) Commerce
A.K. University, ONGOLE.

SEMESTER-III

COURSE1:FUNDAMENTALSOFDIGITALMARKETING

Theory

Credits:4

4 hrs/week

Course Objectives

This course is designed to:

- Help students identify the core concepts of marketing and the role of digital marketing in society.
- Equip learners with the ability to collect, process, and analyze consumer and market data for informed marketing decisions.
- Understand pricing strategies and the integration of digital tools in the marketing mix.
- Explore the relevance and application of marketing automation, email marketing, and influencer marketing.
- Highlight the importance and strategic implementation of digital contents such as blogs, social media, and mobile-based campaigns.

Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

CO1: Understand the concepts, evolution, scope, and significance of digital marketing.

CO2: Analyze the role of marketing automation and CRM systems in digital strategy. CO3: Apply digital marketing mix tools including online advertising, content creation, lead generation, and influencer marketing.

CO4: Examine the mechanics and impact of email and mobile marketing in B2B and B2C contexts.

CO5: Create, optimize, and evaluate blog content and understand its importance in brand communication.


UNIT I: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT II: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT III: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT IV: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT V: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

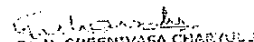

DR. N. SREENIVASA CHARYULU
Chairman, B.O.S. (U.G) Commerce
A.K. University, ONGOLE.

Student-Centric Activities

- Assignment: Create a blog on any niche of student's interest using a blog platform and submit analytics/statistics.
- Guest Lecture: Invite a digital marketing agency professional to explain real-life marketing automation practices.
- Group Discussion: Conduct a discussion on the effectiveness of influencer marketing vs celebrity endorsements.
- Workshop: Conduct hands-on sessions on MailChimp and mobile marketing campaign design.
- Quiz: Weekly quiz on concepts and tools like SEO, social media metrics, email types, and CRM systems.

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain (2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails


Dr. N. SREENIVASA CHARANULU
Graduate B.O.S. (U.G) Commerce
A.K. University, ONGOLE.

SEMESTER-IV

COURSE 2: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce current and core practices of Digital and Social Media Marketing that allow learners to analyze, plan, execute, and evaluate a digital marketing strategy.
- Help students understand various digital platforms and tools relevant to contemporary marketing.
- Develop competencies in managing and customizing content across social media platforms.
- Familiarize learners with optimization and performance measurement techniques in social media.
- Equip students to integrate social media into broader digital and business strategies.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand the social media space, including types of websites, blogs, and apps used in digital marketing.

CO2: Analyze the effectiveness of social media programs of businesses and competitors.

CO3: Design and customize social media strategies aligned with specific business goals. CO4: Implement and manage marketing campaigns using platforms like Facebook, LinkedIn, Twitter, and YouTube.

CO5: Evaluate the performance of social media marketing through social analytics, automation, and integrated tools.

UNIT I:

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media- Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals, Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

UNIT V:

Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

Student-CentricActivities

- Blogging Exercise: Students will create and maintain a blog using any popular platform (e.g., WordPress/Blogger).
- Social Media Audit: Teams will analyze the digital presence of selected brands and present strategic improvement suggestions.
- Workshop: Conduct hands-on sessions on social media tools like Buffer, Hootsuite, or Canva for marketing campaigns.
- Group Discussion: Discuss the impact of paid vs organic promotion on social media platforms.
- Quiz and Case Analysis: Regular quizzes and mini-case analysis based on trending digital campaigns or influencer strategies.

TEXT BOOKS:

1. Digital Marketing: Seema Gupta-Mcgrawhill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

(Signature)
DR. N. SREENIVASA CHARY
Chairman B.G.S. (U.G) Commerce
A.K. University, ONGLE.

SEMESTER-V

COURSE3:AFFILIATE MARKETING

Theory

Credits:4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce current and core practices of Digital and Social Media Marketing that allow learners to analyze, plan, execute, and evaluate a digital marketing strategy.
- Help students understand various digital platforms and tools relevant to contemporary marketing.
- Develop competencies in managing and customizing content across social media platforms.
- Familiarize learners with optimization and performance measurement techniques in social media.
- Equip students to integrate social media into broader digital and business strategies.

Course Outcomes (COs)

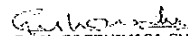
Upon successful completion of this course, students will be able to: **CO1:** Understand the social media space, including types of websites, blogs, and apps used in digital marketing. **CO2:** Analyze the effectiveness of social media programs of businesses and competitors. **CO3:** Design and customize social media strategies aligned with specific business goals. **CO4:** Implement and manage marketing campaigns using platforms like Facebook, LinkedIn, Twitter, and YouTube. **CO5:** Evaluate the performance of social media marketing through social analytics, automation, and integrated tools.

UNIT I: Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT II: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment- affiliate marketing and organic search optimization.

UNIT III: Types of Affiliate Marketing Search affiliates-Price comparison service website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration or co-registration affiliates-File sharing affiliates.

Unit IV: Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.


DR. N. SREENIVASA CHARYULU
Chitralay, B.G.S. (U.G) Commerce
A.K. University, OIIGOLE.