



R21 Regulations

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR
 (Established by Govt. of A.P., ACT No.30 of 2008)
 ANANTHAPURAMU – 515 002 (A.P) INDIA

MASTER OF COMPUTER APPLICATIONS

Course Code	DIGITAL MARKETING	L	T	P	C
21F00205b		3	0	0	3
	Semester	II			
Course Objectives:					
<ul style="list-style-type: none"> • The primary objective of this module is to examine and explore the role and importance of digital marketing in today's rapidly changing business environment. • It also focuses on how digital marketing can be utilized by organizations and how its effectiveness can be measured. 					
Course Outcomes (CO) Student will be able to					
<ul style="list-style-type: none"> • To examine and explore the role and importance of digital marketing in today's rapidly changing business environment. • To focus on how digital marketing can be utilized by organizations and how its effectiveness can be measured. • To know the key elements of a digital marketing strategy • To study how the effectiveness of a digital marketing campaign can be measured • To demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs. 					
UNIT - I					Lecture Hrs:
Online Market space- Digital Marketing Strategy- Components -Opportunities for building Brand-Website - Planning and Creation- Content Marketing.					
UNIT - II					Lecture Hrs:
Search Engine optimisation - Keyword Strategy- SEO Strategy - SEO success factors - On-Page Techniques - Off-Page Techniques. Search Engine Marketing- How Search Engine works- SEM components- PPC advertising -Display Advertisement					
UNIT - III					Lecture Hrs:
E- Mail Marketing - Types of E- Mail Marketing - Email Automation - Lead Generation - Integrating Email with Social Media and Mobile- Measuring and maximising email campaign effectiveness. Mobile Marketing- Mobile Inventory/channels- Location based; Context based; Coupons and offers, Mobile Apps, Mobile Commerce, SMS Campaigns-Profiling and targeting.					
UNIT - IV					Lecture Hrs:
Social Media Marketing - Social Media Channels- Leveraging Social media for brand conversations and buzz. Successful /benchmark Social media campaigns. Engagement Marketing-Building Customer relationships - Creating Loyalty drivers - Influencer Marketing.					
UNIT - V					Lecture Hrs:
.Digital Transformation & Channel Attribution- Analytics- Ad-words, Email, Mobile, Social Media, Web Analytics - Changing your strategy based on analysis- Recent trends in Digital marketing.					
Text Books:					
1. Fundamentals of Digital Marketing by Puneet Singh Bhatia Publisher: Pearson Education; First edition (July 2017)					
2. Digital Marketing by Vandana Ahuja ; Publisher: Oxford University Press (April 2015)					