

PART A: Introduction			
Program :Certificate Course		Class :	Year :1st Year
Session :2025 – 26			
Subject: SEC			
1.	Course Code		
2.	Course Title	Digital Marketing	
3.	Course Type	SEC	
4.	Pre-Requisite	NIL	
5.	Course Learning Outcomes (CLO)	On successful completion of this course, the students will be able to: <ol style="list-style-type: none"> 1. Explain the concepts and tools of digital marketing. 2. Apply digital marketing strategies using Indian cultural and traditional insights. 3. Design and execute a digital marketing campaign. 4. Analyze the legal framework and ethical responsibilities involved in digital marketing. 	
6.	Expected Job Role / career opportunities	<ul style="list-style-type: none"> • Digital Marketing Executive / Specialist • SEO (Search Engine Optimization) Analyst • Social Media Manager / Executive • Affiliate Marketing Coordinator • E-commerce Executive 	
7.	Credit Value (Theory)	3 Credit	
8.	Total Credit Value	3 Credit	
9.	Total Marks	Max. Marks: 100	Min. Passing Marks: 35
PART B : Content of the Course (Theory)			
Total No. of Lectures:15 Hrs., L – T – P :1 – 0 – 0			
Unit	Topics		No. of Lectures (15 Hrs.)
I	Introduction to Digital Marketing: Meaning, scope, and significance of digital marketing; Difference between digital and traditional marketing; Overview of digital marketing channels: SEO, SEM, Social Media, Email; Career opportunities in digital marketing. Practical Activities- <ul style="list-style-type: none"> • Students analyze different digital marketing channels (e.g., social media, search engines, email, display ads) and identify their advantages and disadvantages. • Students debate ethical issues in digital marketing, • Students will analyze Indian brands (e.g., Amul, Tanishq, Paper Boat, FabIndia) that integrate traditional values with modern marketing approaches. • Group presentation or written report based on selected case. 		18

II	<p>Customer Research: Digital Consumer Behavior: Characteristics and factors affecting; Digital Marketing Strategy and Campaign Planning; Segmentation and targeting in the digital environment;</p> <p>Practical Activity-</p> <ul style="list-style-type: none"> • List out various e-commerce apps/platforms. • Students will explore campaigns (e.g., Surf Excel's "Daag Acche Hain – Holi", Cadbury's Diwali campaigns) to study targeting, emotions, platform use, and outcomes. Comparative analysis and class discussion to be encouraged. • Choose a marketing-related topic (e.g., influencer marketing, consumer behaviour trends, and sustainability in branding). • Create engaging and informative content using simple tools like Canva or Google Docs. 	15
III	<p>Legal & Ethical Issues in Digital Marketing: Meaning of ethics in digital marketing, Importance of ethical behavior for brand image and customer trust; Data Protection Laws in India</p> <p>Practical Activity-</p> <ul style="list-style-type: none"> • Students examine real or hypothetical digital ads and identify potential legal or ethical violations. • Role-play a scenario where a marketing team debates whether to use consumer data without consent. 	12
<p>Keywords/Tags: <i>Digital Marketing, Content Marketing, Legal & Ethical Issues, Customer Research, Strategy, Technology</i></p>		

Part C-Learning Resources
Text Books, Reference Books, Other resources
<ul style="list-style-type: none"> • Mathur, Vibha & Arora, Saloni. (2020). Digital Marketing. PHI Learning. • Babu KG Raja Sabarish, Anbazhagan B, Meenakumari S. (2023). Digital Marketing. Sultan Chand & Sons. • Swaminathan T. N. & Karthik Kumar. (2019). Digital Marketing: From Fundamentals to Future. Cengage India. • Chaffey, D. (2022). Digital marketing: Strategy, implementation and practice (8th ed.). Pearson. • Deiss, R., & Henneberry, R. (2020). Digital marketing for dummies (2nd ed.). Wiley. • Mahadevan, B. (2022). Textbook on Indian knowledge systems. Indian Institute of Management Bangalore. • The Readers Paradise. (2025). Indian knowledge system: Principles and practices.
<p>Suggestive digital platforms web links: SWAYAM Course: Digital Marketing https://onlinecourses.swayam2.ac.in/ugc19_hs26/preview</p>

Part D- Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Internal Assessment: No Internal Assessment	Class Test Assignment/Presentation	Nil
External Assessment: University Exam Section: Time : 03.00 Hours	Section (A): Objective Type Questions	10 Marks
	Section (B) : Short Questions (200 Words Each)	40 Marks
	Section (C): Long Questions (500 Words Each)	50 Marks
Any remarks/suggestions:		