

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓		✓

MDA**11. DIGITAL MARKETING**

Discipline	COMPUTER SCIENCE
Course Code	UK2MDCCSC100
Course Title	DIGITAL MARKETING
Type of Course	MDC

Semester	II				
Academic Level	1 -				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours	4 hours
Pre-requisites	Basic understanding of Information Technology is necessary.				
Course Summary	This course introduces Digital marketing techniques and platforms and knowledge about e-banking concepts.				

Detailed Syllabus:

Module	Unit	Content	Hrs (L+P)
I	Introduction		12
	1	Nature, Scope and Importance of Digital Marketing; Evolution of Digital Marketing	
	2	Core Concepts-Inbound Marketing, Content Marketing, Email Marketing, Influential Marketing;	
	3	Holistic Digital Marketing Concept, 10Ps of digital marketing	
	4	Digital Marketing Environment: Macro and Micro Environment.	
II	E-banking		12
	5	E-banking approaches, devices, services, benefits, drawbacks	
	6	Electronic payment systems credit cards, debit cards, smart cards, credit accounts	
	7	Cyber security, encryption, secret key cryptography, public key cryptography	
	8	Digital signatures, firewalls	
III	Digital Marketing		12
	9	Search Engine Optimization (SEO), Social Media, Content Marketing	
	10	Email Marketing, Mobile Marketing.	

	11	Challenges for Digital Marketing: Increased Security Risk, Cluttered Market, Less Focus on Keywords, More Ad Blockers, Increased Ad Costs.	
IV	Digital Marketing Techniques		12
	12	Pay per Click-Search Engine Advertising, Advantages, Factors, Conversion Rate Optimization (CRO)	
	13	Digital Marketing- Web Analytic. Social Media Marketing: Facebook, Pinterest, Twitter, LinkedIn, YouTube, Google Adwords, Google Analytics;	
	14	Issues and Future enhancement of Digital Marketing. Case study	
V	Flexi Module (Not for end semester exam)		12
	15	Collection of current marketing tools, case studies, new trends	

CORE TEXT

Ian Dodson-*The art of Digital Marketing*, Wiley; ISBN:9781119265702

ADDITIONAL REFERENCES

Puneet Singh Bhatia- *Fundamentals of Digital Marketing*, Pearson Educ

Lab Exercises

1. Implementing SEO concepts to a website
2. Creating Social Media content for the created website
3. Implement simple cryptographic methods
4. IPLTeams's Digital Marketing Strategy by KKR
5. 'Mom's Touch' by Nivea India
6. The Great Indian Freedom Sale by Amazon India

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Infer about various types of digital marketing (DM) and marketing environment	U	PSO-1
CO-2	Discuss about the payment systems and security strategies adopted in e-banking	U	PSO-1
CO-3	Identify the challenges involved in digital marketing strategies	An	PSO-1

CO-4	Use different digital marketing techniques	Ap	PSO-1, 3
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R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Digital Marketing

Credits: 2:0:1 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
1	Infer about various types of digital marketing (DM) and marketing environment	PO-6,7 PSO-1	U	F, C	L	-
2	Discuss about the payment systems and security strategies adopted in e-banking	PO-6, 7, 8 PSO-1	U	F, C	L	-
3	Identify the challenges involved in digital marketing strategies	PO- 6, 7 PSO-1	U	F, C	L	-
4	Use different digital marketing techniques	PO-4, 5, 6, 7 PSO-1, 3	Ap	F, C, P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4
CO 1	-	-	-	-	-	2	2	-	2	-	-	-
CO 2	-	-	-	-	-	2	2	1	2	-	-	-
CO 3	-	-	-	-	-	2	2	-	2	-	-	-
CO 4	-	-	-	1	2	2	2	-	2	-	2	-

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Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Lab Assignment	End Semester Examinations