



SYMBIOSIS COLLEGE OF ARTS AND COMMERCE

An Empowered Autonomous College | Under Savitribai Phule Pune University
Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

UG Curriculum

| PROGRAM | BA | BA(Hon) | B.Com | B.Com(Hon) | M.Com | MA - Eng | MA- Eco | MA- Psy |
|---------|----|---------|-------|------------|-------|----------|---------|---------|
| Tick ✓ | | | | | | | | |

| SEMESTER | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|----------|---|---|---|---|---|---|---|---|
| Tick ✓ | | | | | | | | |

| SPECIALIZATIONS | | | | | | | | |
|-----------------|---------|---------|--------|-----|-----------|---------|-----|---------------|
| BA | Eco | Eng | Psy | Gen | | | | |
| Tick ✓ | | | | | | | | |
| BCOM | Costing | Banking | Entrep | MKT | Fin & Acc | Mgt Acc | HRM | Bus Analytics |
| Tick ✓ | | | | | | | | |

| | |
|--------------------------------|------------------------------|
| Name of the Department | Centre for Skill Development |
| Name of Head of Department | Dr.Neelofar Raina |
| Title of the Course | Digital Marketing |
| Course Code | SKL03 |
| Type of Course (New / Revised) | Revised |
| Number of Credits | 3 |
| Date of Approval by BoS | 26/10/21 |
| Date of Implementation | 2021 |

| Course Outcomes |
|---|
| 1. Define what digital marketing is? and its importance to grow any business |
| 2. Discover new opportunities in digital marketing |
| 3. Apply their digital marketing knowledge and skills to help businesses achieve their digital marketing objectives |



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4. Experiment different marketing tactics to get the maximum outcome of their digital marketing campaigns

5. Analyze digital marketing campaign data to produce substantial results for businesses

C06 Develop & Prepare impactful & result driven digital marketing plans

DETAILS OF SYLLABUS

| UNIT NUMBER | DETAILS | NUMBER OF LECTURES |
|-------------|--|--------------------|
| 1 | Fundamentals of Digital Marketing <ul style="list-style-type: none">• What is digital marketing?• Emerging Trends in Digital Marketing• Revenue Models in Digital Marketing• How to Become a Tshaped Marketer• Roles & Responsibility of a Digital Marketer | 6 |
| 2 | Website Planning <ul style="list-style-type: none">• How to Plan your Website• Domain Names & Hosting• Website Technologies• Understanding WordPress | 6 |
| 3 | Search Engine Optimization Deep Dive <ul style="list-style-type: none">• Introduction to SEO• Keyword Research Deep Dive• Onpage Optimization• Off Page Optimization• Google Search Console• Blog Optimization | 12 |
| 4 | Social Media Marketing (Organic Social Media) <ul style="list-style-type: none">• Introduction to social media marketing | |



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| | | |
|---------------------------------|--|-----------------|
| | <ul style="list-style-type: none"> • Understanding Social Media Algorithms • Social Media Content Strategy • Social Media Marketing Tools • Facebook, Instagram, Twitter & LinkedIn Marketing. • Pinterest Marketing | 12 |
| 5 | Paid Marketing (Performance Marketing) <ul style="list-style-type: none"> • Media Planning • Understanding Facebook Ads • Facebook Ads Optimization' • Google Ads Overview • Google Ads Search Campaign • Google Ads Display Campaign | 5 |
| 6 | Web Analytics <ul style="list-style-type: none"> • Introduction to Web Analytics • Tools of Web Analytics • Understanding Google Analytics • Reports of GA4 | 4 |
| Total Number of Lectures | | 45 Hours |

Reference List

Suggested Reference Books:

1. This is Marketing by Seth Godin

2. Digital Marketing for Dummies by Ryan Deiss, Russ Henneberry

Blogs –

1. Searchengineland.com

2. Neilpatel.com



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3. **Socialmediaexaminer.com**

4. **Backlinko**

Dr. Neelofar Raina
Head of Department
Centre For Skill Development