



ARSD College, University of Delhi

Model Course Handout/Lesson Plan

Course Name : SKILL ENHANCE COURSE (SEC)						
Semester	Course Code	Course Title	Lecture (L)	Tutorial (T)	Practical (P)	Credit (C)
I		Digital Marketing		-	2	2
Teacher/Instructor(s)		Dr. Sivachander. G				
Session		2022-23				

Course Objective:

Learning Objectives

The Learning Objectives of this course are as follows:

- To acquaint the students with the knowledge of growing integration between the traditional and digital marketing concepts and practices in the digital era.
- To familiarize the students with the tools and techniques used by the digital marketers for driving the marketing decisions to attain marketing objectives.

Learning outcomes

The Learning Outcomes of this course are as follows:

1. After studying this course, students will be able to understand the concept of digital marketing and its integration with traditional marketing.
2. After studying this course, students will be able to understand customer value journey in digital context and behaviour of online consumers.
3. After studying this course, students will be able to understand email, content and social media marketing and apply the learnings to create digital media campaigns.
4. After studying this course, students will be able to examine various tactics for enhancing a website's position and ranking with search engines.
5. After studying this course, students will be able to leverage the digital strategies to gain competitive advantage for business and career.

Lesson Plan:

Unit No.	Learning Objective	Lecture/ prac No.	Topics to be covered
1.	Marketing in the Digital World	2	Concept, Features, Difference between traditional and digital marketing,
		2	traditional to digital Marketing
		2	Digital Marketing Channels
		1	Advertising; Brand Based Display Advertising;
		1	Community Based-Social Media Marketing
		1	Email, Content, Mobile. Customer Value Journey: 5As Framework
		1	The Ozone O3 Concept Key; Traits of online consumer
2.	Content and Email Marketing	2	Content and Email Marketing Content Marketing
		1	Step-by-step Content

		2	Marketing Developing a content marketing
		2	Email Marketing:
		2	Types of Emails in email marketing
		1	Email Marketing best practices
3.	Social Media Marketing and Display Marketing	1	Social Media Marketing and Display Marketing
		1	Building Successful Social Media strategy
		1	social media Marketing Channels;
		1	Facebook, LinkedIn, YouTube (Concepts and strategies)
		1	Display Advertising
		2	Working of Display Advertising;
		1	Benefits and challenges;
		1	Overview of Display ad Process.;
		1	Define- Customer, Publisher, Objectives;
		1	Format Budget, Media, Ad Formats, Ad Copy.
4.	Search Engine Marketing	2	Introduction of SEM: Working of Search Engine
		2	SERP Positioning; online search behaviour
		2	5P Customer Search Insights Model.
		1	Search Engine Optimization: Overview of SEO Process
		2	Goal Setting-Types. On-Page Optimization
		1	Account Setting-Creation of Google Ads
		1	Campaign architecture, Campaign setup
		2	Creation of Google Ads, Campaign architecture
		1	Campaign setup, Targeting, Bid Strategy, Delivery
		2	Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension

Evaluation Scheme:

No.	Component	Duration	Marks
1.	Internal Assessment		20
	• Quiz		
	• Class Test		
	• Project		
	• Assignment		
2.	Practical		40
3.	Viva		20

Details of the Course

Unit	Contents	Contact Hours
1	Marketing in the Digital World Digital marketing: Concept, Features, Difference between traditional and digital marketing, moving from traditional to digital Marketing; c Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based Display Advertising; Community Based-Social Media Marketing; Others Affiliate, Email,	10

	Content, Mobile. Customer Value Journey: 5As Framework; The Ozone O3 Concept Key; Traits of online consumer	
2	Content and Email Marketing Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy Email Marketing: Types of Emails in email marketing, Email Marketing best practices	10
3	Social Media Marketing and Display Marketing Social Media Marketing: Building Successful Social Media strategy; social media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies) Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format Budget, Media, Ad Formats, Ad Copy.	10
4	Search Engine Marketing Introduction of SEM: Working of Search Engine; SERP Positioning; online search behavior, DMI's 5P Customer Search Insights Model. Search Engine Optimization: Overview of SEO Process; Goal Setting-Types. On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects- Compatibility, Structured Data Markup. Off Page Optimization: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives; Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension	15
	Total	45

Suggested Books:

Sl. No.	Name of Authors/Books/Publishers	Year of Publication/ Reprint
1	Essential/recommended readings • Dodson, I. (2016). The art of digital marketing: the definitive guide to creating strategic, targeted, and measurable online campaigns. John Wiley & Sons.	2016
2	Kartajaya, H., Kotler, P., & Setiawan, I. (2016). Marketing 4.0: moving from traditional to digital. John Wiley & Sons.	2016
3	Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited	2018
Mode of Evaluation:		Internal Assessment / End Semester Exam

Progress Report:

Unit No.	Learning Objective	Date	Topics to be covered
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1.	Marketing in the Digital World		Concept, Features, Difference between traditional and digital marketing,
			traditional to digital Marketing
			Digital Marketing Channels
			Advertising; Brand Based Display Advertising;
			Community Based-Social Media Marketing
			Email, Content, Mobile. Customer Value Journey: 5As Framework
2.	Content and Email Marketing		The Ozone O3 Concept Key; Traits of online consumer
			Content and Email Marketing Content Marketing
			Step-by-step Content
			Marketing Developing a content marketing
			Email Marketing:
3.	Social Media Marketing and Display Marketing		Types of Emails in email marketing
			Email Marketing best practices
			Social Media Marketing and Display Marketing
			Building Successful Social Media strategy
			social media Marketing Channels;
			Facebook, LinkedIn, YouTube (Concepts and strategies)
			Display Advertising
			Working of Display Advertising;
			Benefits and challenges;
4.	Search Engine Marketing		Overview of Display ad Process.;
			Define- Customer, Publisher, Objectives;
			Format Budget, Media, Ad Formats, Ad Copy.
			Introduction of SEM: Working of Search Engine
			SERP Positioning; online search behaviour
			5P Customer Search Insights Model.
			Search Engine Optimization: Overview of SEO Process
			Goal Setting-Types. On-Page Optimization
			Account Setting-Creation of Google Ads
			Campaign architecture, Campaign setup
			Creation of Google Ads, Campaign architecture
	Campaign setup, Targeting, Bid Strategy, Delivery		
	Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension		