

Programme: B.Sc.(Artificial Intelligence & Data Science)					Semester : I
Course : Digital Marketing Academic Year: 2026-27 Batch: 2026-29					Code:
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20	30

Learning Objectives :	1. To familiarize students with digital marketing and its current and future evolutions. 2. To be able to equip students with the ability to understand and subsequently create strategic and targeted campaigns using digital media tools.
Learning Outcomes :	1. To understand the concept of digital marketing and its real-world iterations 2. To articulate innovative insights of digital marketing enabling a competitive edge 3. To understand how to create and run digital media based campaigns 4. To identify and utilise various tools of social media etc.
Pedagogy:	Classroom Teaching, Presentations, Case-studies, Group discussions, Practical assignment

Detailed Syllabus: (per session plan)

Session Outline For: Digital Marketing

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	INTRODUCTION TO DIGITAL MARKETING: • Traditional marketing, Reason for the growth of digital marketing, • Need for a comprehensive Digital Marketing Strategy, Search Engine Optimization • Concept of Pay Per Click, Social Media Marketing	Group discussion, Case studies	15

	• Social media marketing Goals, Channels, Implementation. • Tools: Google and the Search Engine, Facebook, Twitter, YouTube and LinkedIn. • Challenges: Credibility, Fake News, Paid Influencers; and Hate/ Phobic campaigns. • The Social Community.		
II	EMAIL AND MOBILE MARKETING: • Introduction to email marketing, email marketing process • Introduction to mobile marketing, Process of mobile marketing; Enhancing Digital Experiences with Mobile Apps. • Pros and Cons of Mobile marketing; Targeted advertising. • Ethical Issues: Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas. • Managing Digital Marketing: Content Production; Video based marketing; User Experience; Future of Digital Marketing.	Case studies, Presentations Assignments Simulation	15

REFERENCE BOOKS

1. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson uk.
2. Bala, M., & Verma, D. (2018). A critical review of digital marketing. M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321-339.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0—Moving from Traditional to Digital. Hoboken, NJ: John Wiley and Sons

QUESTION PAPER PATTERN

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Presentation/Viva Voce	10
Assignment/Project	10
Total	20

Term End Examinations (TEE)

Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

All questions are compulsory.

Question No.	Description	Total Marks
1	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
2	A. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	Concept testing (Any 2 out of 3)	6

The Full-length theory questions of 12 marks each may be split up into two smaller problems carrying 6 marks each.