



# SOURASHTRA COLLEGE, MADURAI – 625004

(An Autonomous Institution Re-accredited with 'B+' grade by NAAC)

## DEPARTMENT OF BUSINESS ADMINISTRATION CERTIFICATE COURSE IN DIGITAL MARKETING BASICS – SYLLABUS

(Under CBCS based on OBE) (For those admitted during 2024 – 2025 and after)

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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC51	DIGITAL MARKETING BASICS – I	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
I/II/III	Any in Seven	-	100	100

NATURE OF COURSE	Employability <input checked="" type="checkbox"/>	Skill Oriented <input checked="" type="checkbox"/>	Entrepreneurship <input checked="" type="checkbox"/>
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### COURSE DESCRIPTION:

This Course helps to provide basic knowledge about digital marketing.

### COURSE OBJECTIVES

- To Familiarize the students with the basic concepts of digital marketing.
- To guide the students in understanding SEO and SEM.
- To help the students in providing practical exposure in SEO.

### COURSE OUTCOMES (CO)

After the completion of the course, the students will be able to

No.	Course Outcomes	Knowledge Level (According to Bloom's Taxonomy)
CO 1	identify the basic concepts of marketing	Upto K3
CO 2	understand various digital marketing frameworks	Upto K3
CO 3	know about SEO and SEM	Upto K3
CO 4	understand about online advertising	Upto K3
CO 5	use the knowledge to promote the products digitally	Upto K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3- APPLICATION



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### **DIGITAL MARKETING BASICS – I**

#### **UNIT– I:**

Introduction- Two-way communication- Push and Pull Marketing.

#### **UNIT– II:**

POEM Framework - Traditional vs Digital Marketing.

#### **UNIT– III:**

ASCOR Framework - Digital Marketing Channels.

#### **UNIT– IV:**

SEO(Search Engine Optimization) – SEO Tools.

#### **UNIT– V:**

On-page and Off page optimization

#### **TEXT BOOK:**

Digital Marketing-Dr. K G Raja Sabarish Babu, Dr.B.Anbazhagan, Sultan chand& Sons publication.

#### **DIGITAL TOOLS:**

<https://mangools.com/free-seo-tools/serp-simulator>

#### **Mapping of CO with PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2					
CO2		1	1			2
CO3						
CO4			2	2		1
CO5	2	1			2	1

3. Advanced Application    2. Intermediate Development    1. Introductory Level

**COURSE DESIGNER: Dr. K. G. RAJA SABARISH BABU**



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COURSE CODE	COURSE TITLE	CATEGORY	T	P	CREDITS
24CBNC52	DIGITAL MARKETING BASICS – II	CERTIFICATE COURSE	20 Hrs.	-	-

YEAR	SEMESTER	INTERNAL	EXTERNAL	TOTAL
I/II/III	Any in Seven	-	100	100

NATURE OF COURSE	Employability	Skill Oriented	Entrepreneurship
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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CO 1	identify the basic concepts of marketing	Upto K3
CO 2	understand various digital marketing frameworks	Upto K3
CO 3	know about SEO and SEM	Upto K3
CO 4	understand about online advertising	Upto K3
CO 5	use the knowledge to promote the products digitally	Upto K3

K1- KNOWLEDGE (REMEMBERING), K2-UNDERSTANDING, K3- APPLICATION



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### DIGITAL MARKETING BASICS – II

#### UNIT– I:

Search Engine Marketing- SEO vs SEM

#### UNIT– II:

Keywords research- SEM Process.

#### UNIT– III:

Google Ad auction Model and its process.

#### UNIT– IV:

PPC Advertising- Display Adverstising.

#### UNIT– V:

Email Marketing – Email Automation.

#### TEXT BOOKS:

Digital Marketing-Dr. K G Raja Sabarish Babu, Dr.B.Anbazhagan, Sultan chand& Sons publication.

#### DIGITAL TOOLS:

<https://mangools.com/free-seo-tools/serp-simulator>

#### Mapping of CO with PSO

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2					
CO2		1	1			2
CO3						
CO4			2	2		1
CO5	2	1			2	1

3. Advanced Application    2. Intermediate Development    1. Introductory Level

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