

**Vidya Pratishthan's
Kamalnayan Bajaj Institute of
Engineering and Technology, Baramati.
(An Autonomous Institute)**



Faculty of Science and Technology

Board of Studies

**Department of Artificial
Intelligence and Data
Science**

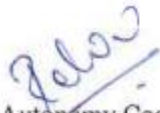
Syllabus

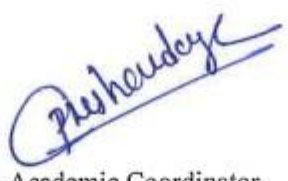
Open Elective

(Pattern 2024)
(w.e.f. AY: 2025-26)

**Syllabus: Open Electives Artificial Intelligence
and Data Science Engineering
(Pattern 2024) w.e.f. AY:2025-2026**

Course Code	Courses Name	Teaching Scheme			Examination Scheme and Marks							Credits			
		TH	PR	T U	Activity	ISE	ESE	TW	PR	OR	Total	TH	PR	T UT	Total
OE24001	Digital Marketing	2	-	-	-	-	50	-	-	-	50	2	-	-	2


Dept. Autonomy Coordinator
Mrs. R. S. NaiK


Dept. Academic Coordinator
Mr. P.N. Shendage


HOD, AI&DS
Dr. C.S. Kulkarni


Dean Autonomy
Dr. C. B. Nayak


Dean Academics
Dr. S. M. Bhosle


Principal
Dr. S. B. Lande
Principal
Vidya Pratishthan's
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Vidyanagari, Baramati-413133





Vidya Pratishthan's
Kamalnayan Bajaj Institute of Engineering and Technology, Baramati
(Autonomous Institute)

OE24001- Digital Marketing

Teaching Scheme:

Theory: - 2 Hours/Week

Credits

02

Examination Scheme:

End Sem Exam: -50 Marks

Prerequisites: Basics Marketing, Computer and Analytical skills, Social Media Awareness.

Course Objectives:

- To understand the fundamentals of digital marketing and its significance in the modern business environment.
- To learn various digital marketing strategies and tools for effective online promotion.
- To gain practical skills in using digital marketing platforms and analyzing digital marketing campaigns.
- To explore the ethical considerations and best practices in digital marketing.

Course Outcomes (COs): The students will be able to learn:

- CO1: Comprehend the core concepts and strategies of digital marketing.
- CO2: Develop and implement effective digital marketing campaigns.
- CO3: Analyze digital marketing metrics to measure campaign performance and make data-driven decisions.
- CO4: Understand and apply ethical principles in digital marketing.

Course Contents

Unit I: Introduction to Digital Marketing (06 Hours)

Definition and scope of digital marketing, Evolution and importance of digital marketing, Traditional marketing vs. digital marketing, Components of digital marketing (SEO, SEM, content marketing, social media marketing, email marketing, etc.), Digital marketing channels and strategies, The digital customer journey and buyer personas.

Unit II: Search Engine Optimization (SEO) and Search Engine Marketing (SEM) (06Hours)

Introduction to SEO, On-page and off-page SEO techniques, Keyword research and optimization, SEO tools and analytics, Introduction to SEM, Google Ads and PPC campaigns, Creating and managing SEM campaigns, Measuring and optimizing SEM performance.

Unit III: Social Media Marketing and Content Marketing (06Hour)

Introduction to social media marketing, Popular social media platforms and their features, creating a social media strategy, Content creation and curation, social media advertising and campaigns, Measuring social media performance and ROI, Content marketing strategy and planning, Blogging, video marketing, and podcasting, Content distribution and promotion.

Unit IV: Email Marketing, Analytics, and Ethical Considerations (06Hour)

Introduction to email marketing, Building and managing email lists, Creating email marketing

campaigns, Email marketing tools and automation, Measuring email marketing performance, Introduction to digital marketing analytics, Key metrics and KPIs, Tools for digital marketing analytics (Google Analytics, etc.), Ethical considerations in digital marketing, Data privacy and protection (GDPR, CCPA, etc.), Best practices for ethical digital marketing

Text Books:

1. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick.
2. "Digital Marketing Essentials" by Jeff Larson and Stuart Draper.
3. "Marketing 4.0: Moving from Traditional to Digital" by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan.

Reference Books:

1. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
2. "Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing" by Dave Chaffey and PR Smith.
3. "SEO 2023: Learn Search Engine Optimization with Smart Internet Marketing Strategies" by Adam Clarke.
4. "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, Nicholas Bormann, and Debra Zahay.

E-Resources:

1. **Google Digital Garage**- Free online courses on digital marketing, including certification:
[Google Digital Garage] (<https://learndigital.withgoogle.com/digitalgarage>)
2. **HubSpot Academy**- Free online courses on various digital marketing topics:
[HubSpot Academy] (<https://academy.hubspot.com/>)
3. **NPTEL Course:** Digital Marketing: https://onlinecourses.swayam2.ac.in/cec23_mg10/preview
https://onlinecourses.swayam2.ac.in/cec23_mg10/preview