



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

Subject: Digital Marketing

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
Semester-II	1	Fundamentals of Digital Marketing	4	4
Semester-III	2	Social Media Marketing	4	4
Semester-IV	3	Affiliate Marketing	4	4
	4	Search Engine Optimisation	4	4
Semester-V	5	E-Mail Marketing	4	4
	6	Mobile Marketing	4	4

SEMESTER-II

COURSE 1: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective:

Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyze consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

Learning Outcome: Students will be understood:

- Digital Marketing Concepts
- The applications of digital marketing in the globalized market
- Application and usage of E-mail advertisement and mobile marketing.

UNIT 1: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT 2: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT 3: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT 4: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT 5: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

SEMESTER-III

COURSE 2: SOCIAL MEDIA MARKETING

Theory

Credits: 4

4 hrs/week

COURSE OBJECTIVE:

Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.

LEARNING OUTCOMES:

Understand the Social Media space and tools • Analyze the effectiveness of your company's and competitors' social media programs. Design social media programs that directly support business and marketing goals. Channels and programs. Implement a process for planning social media marketing activities.

UNIT I:

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

UNIT V:

Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

TEXT BOOKS:

1. Digital Marketing: Seema Gupta-Mcgraw hill
2. Social Media Marketing: Tracy L. Tuten (2021).
3. Social Media Marketing: A Strategic Approach. Debra Zahay, Mary Lou Roberts
4. ChatGPT & Social Media Marketing. Ryan Turner.

SEMESTER-IV

COURSE 3: AFFILIATE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective:

Affiliate Marketing has been designed to give you the skills, knowledge, insights and tools that will immediately help to improve your organizations marketing goals. Affiliate Marketing helps to Promote Your Own Business In An Effective Manner.

Learning Outcomes:

- Affiliate marketing helps in building performance-base. It helps broaden your audience.
- Affiliates can boost your reputation. It's cost effective. Affiliates can rapidly scale your traffic and sales

UNIT I: Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT II: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

UNIT III: Types of Affiliate Marketing Search affiliates-Price comparison service websiteLoyalty websites-Cause related and coupon websites Content and niche market websitePersonal weblogs and website syndicates-Email marketing and shopping directoriesRegistration or co-registration affiliates-File sharing affiliates.

Unit IV: Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

Unit V: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud

Text Books

- 1) Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
- 2) Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011).
- 3) Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
- 4) Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)

SEMESTER-IV

COURSE 4: SEARCH ENGINE OPTIMISATION

Theory

Credits: 4

4 hrs/week

Course Objective: To make reports and help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results

Learning Outcomes:

1. Submit site maps and individual URLs for crawling.
2. Review index coverage to make sure that Google has the freshest view of website..

UNIT-I: Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option

UNIT-II: Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page ,pages with errors, valid pages -Sitemaps-add new sitemap,submittedsitemaps,type,submitted,lastread,status,discoveredURLs.

UNIT-III: Enhancements:--Core web vitals -Mobile usability-AMP- bread crumbs-FAQ-How to-Logos- Riview snippets-Site Links Searchbox

UNIT-IV: Security & Manual Actions: Manual actions-How do I remove Manual Actions in Search Engine Optimisation-security issues and its report-

UNIT-V: Legacy Tools and Reports: Links-settings-submit feedback- about new version- International targeting-messages-URL parameters-web Tools

References:

TheUltimateGuidetoGoogleSearchConsole2021byAjaFrom@ajavuu,

<https://blog.hubspot.com/marketing/google-search-console>

2.Google searchconsole:Knowledge panel by Sajith Thomo sand Evin Jaison 2016

3.Google SearchConsole:ACompleteGuidebyGerardusBlokdyk2018,Bookshoutpublis hers

Activities

Written Assignments

- OralPresentation
- QuizProgramme

SEMESTER-V

COURSE 5: E-MAIL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives: Email Marketing Course covers marketing strategies and guides in creating effective advertisements to promote a product or service, request business, solicit sales/donations, and build loyalty, trust, and brand awareness.

Learning Outcomes:

Recognize the current landscape of the digital business environment and identify strategies to define, attract, and engage your audience online.

Develop a digital marketing plan designed to meet your goals and objectives for any existing or new business, product, or service.

UNIT-I: Introduction to Email Marketing-Importance of Email Marketing - Popular Email Marketing Tools- Email Marketing Goals- History of Email Marketing- Advantages and Dis Advantages of Email Marketing.

UNIT-II: E-Mail Marketing Understanding : Benefits of Email Marketing- How to write Effective content and subject line- Why Email automation is required- Designing an effective Email campaign-Tracking Email Marketing Reports-Email Guidelines.

UNIT-III: Introduction to Mail-Chimp-Mail-Chimp Structure- Account Setup and Settings- Email Marketing Strategy-Creating a Subscriber List-Integration of Forms in Site- Import Subscribers in a List.

UNIT-IV: Mail- Chimp: Types of Email Marketing:-Campaigns Creating an Email- What Is the Newsletter -Design a News letter Reports –Marketing Automation.

UNIT-V: Best Email Marketing Alternatives: Introduction: Mailer Lite- Send In Blue- Active Campaign -HubSpot etc.

References

1. Author: Tom Corson – Knowless, Email Marketing Mastery. TCK Publishing
2. Author: Susan Gunelius, Publisher: Entrepreneur Press, 31 May 2018,

Activities

- ✓ Written Assignments
- ✓ Oral Presentation
- ✓ Quiz Programme

SEMESTER-V

COURSE 6: MOBILE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective: To equip the student with basic understanding about mobile marketing and how to promote products by using mobile applications.

Learning Outcomes:

1. Make use of mobile devices to promote products and services.
2. Integrate your mobile marketing strategy with your social media strategy.

UNIT-I: Introduction- Introduction to Mobile Marketing- Understanding Mobile Devices What Mobile Device is Right for You?- Core Product and Service Offerings Campaign Delivery Options - SMS & MMS Messaging Campaign Delivery Options: Mobile Applications Campaign Delivery Options: Mobile Websites App Marketing

UNIT-II: Supplemental Mobile Products and Service Options Campaign Delivery Options: QR Codes Campaign Delivery Options: Augmented Reality Campaign Delivery Options: Interactive Voice Response (IVR) Mobile and Traditional Marketing

UNIT-III: Mobile Advertising and Search Mobile Advertising Mobile Marketing and Search Programmatic Ad Buying-Incentives and Loyalty Program Mobile Incentive Opportunities Mobile Loyalty Programs- Mobile Rules and Regulations Mobile Marketing Rules and Regulations Mobile Campaign Compliance

UNIT-IV: Mobile Marketing and Social Media Mobile and Social Media Content Marketing for Mobile Face book Advertising for Mobile- - Location and Mobile Mobile Marketing Location -Based Services Beacons, Opportunities and Challenges Beacons, Employing Beacons- Mobile Website Responsive Design Converting Non-Mobile Websites- Mobile Marketing Analytics Mobile Measurement – Careers in Mobile Marketing Mobile Marketing Opportunities

UNIT-V: Practical of Mobile Marketing in Buffer Mobile Software- a complete LAB for students to know the Mobile Marketing Buffer software practices practically. Page Creation:

References:

1. Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising by Daniel Rowles
2. Tap: Unlocking the Mobile Economy by Anindya Ghose
3. Social nomics : How Social Media Trans forms the Way We Live and Do Business– Erik Qualman

Activities: Written Assignments

- Oral Presentation
- Quiz Programm