



PERIYAR UNIVERSITY

Salem-636011

(Reaccredited with 'A++' Grade by the NAAC)

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

[CHOICE BASED CREDIT SYSTEM (CBCS)]

**DIPLOMA PROGRAMME IN DIGITAL
MARKETING**



OBE REGULATIONS AND SYLLABUS

(Effective from the Academic year 2025-2026 onwards)

Diploma in Digital Marketing (One Year)

1. Introduction

The comprehensive one-year Diploma in Digital Marketing empowers students with the knowledge and skills needed to thrive in the dynamic digital landscape. This program focuses on strategic online marketing techniques and essential digital competencies to help individuals and businesses enhance their brand presence, engage target audiences, and drive business growth.

The curriculum covers a broad spectrum of subjects, including search engine optimization (SEO), content strategy, social media marketing, paid advertising (PPC), email campaigns, and performance analytics. Students gain expertise in consumer engagement, brand positioning, and digital advertising models, ensuring they can design and implement high-impact marketing strategies.

Cutting-edge technologies such as AI-driven automation, blockchain applications in digital marketing, and data-driven advertising are integrated into the coursework. Students explore how artificial intelligence, predictive analytics, and marketing automation optimize campaign performance and customer interaction. The program also delves into e-commerce strategies, influencer partnerships, and cross-platform marketing, aligning with modern industry trends.

This industry-focused curriculum blends theoretical insights with practical implementation through case studies, live projects, and digital simulations. Students work with real-world marketing tools, analytics dashboards, and social media management platforms to gain hands-on experience.

Graduates are equipped for diverse career opportunities, including digital marketing strategy, social media consultancy, content development, search engine advertising, e-commerce growth, and brand management. As companies increasingly embrace digital transformation, this diploma provides a competitive advantage across industries such as retail, IT, media, finance, and hospitality.

2. Programme Educational Objectives

PEO1: Fundamental Understanding of Digital Marketing – Provide students with a strong foundation in digital marketing principles, including SEO, social media marketing, content marketing, and branding, to effectively promote businesses online.

PEO2: Practical Application and Industry Readiness – Prepare students for real-world challenges by offering hands-on experience through case studies, live projects, and internships, ensuring they are industry-ready.

PEO3: Integration of AI and Emerging Digital Technologies – Equip students with knowledge of AI-driven marketing strategies, automation tools, data analytics, and emerging technologies to optimize marketing campaigns and consumer engagement.

PEO4: Ethical and Strategic Digital Marketing Practices – In still ethical marketing practices, brand reputation management, and regulatory compliance to ensure responsible and impactful digital marketing strategies.

PEO5: Career Growth and Entrepreneurial Development – Enable students to explore diverse career paths in digital marketing, e-commerce, brand management, influencer marketing, and entrepreneurship, empowering them to innovate in the digital business landscape.

Programme Objectives

- PO1: Develop Core Digital Marketing Skills – Equip students with expertise in SEO, social media marketing, content marketing, PPC advertising, and email marketing to drive business growth.
- PO2: Enhance Brand Engagement and Online Reputation Management – Teach strategies for brand positioning, customer engagement, and crisis management in the digital space.
- PO3: Leverage AI and Data-Driven Marketing – Enable students to utilize AI-driven analytics, automation tools, and big data insights for optimizing marketing strategies.
- PO4: Understand Consumer Behavior and Digital Trends – Provide insights into consumer psychology, digital buying patterns, and emerging trends to design impactful campaigns.
- PO5: Develop Strategic Content and Influencer Marketing Techniques – Train students in content creation, storytelling, and influencer collaborations to enhance brand visibility.
- PO6: Integrate Emerging Technologies in Digital Marketing – Introduce advancements in blockchain, AR/VR marketing, and programmatic advertising to stay ahead in the evolving digital landscape.
- PO7: Foster Entrepreneurial and Career Growth Opportunities – Prepare students for diverse roles in digital marketing, e-commerce, advertising, and entrepreneurship, equipping them with the skills to launch successful digital ventures.

3. Eligibility Criteria

- Candidates must have completed 10+2 (Higher Secondary Education) or an equivalent qualification from a recognized board.
- Applicants from any stream (Commerce, Science, or Arts) are eligible
- Graduates, working professionals, and entrepreneurs looking to enhance their financial planning and investment skills can apply.
- There are no age restrictions, making it suitable for students, professionals, and business owners seeking financial expertise.

4. Programme Structure & Curriculum

SEM	Course	Credits	Internal Marks	External Marks	Total Marks
I	Core – I - Fundamentals of Digital Marketing	5	25	75	100
	Core – II - Social Media Marketing & Brand Engagement	5	25	75	100
	Elective - I - Search Engine Optimization (SEO)	4	25	75	100
	Elective – II - AI-Driven Digital Marketing Strategies	4	25	75	100
	Elective – III - Digital Trends & Consumer Behaviour	4	25	75	100
Total Credits - 22					
II	Core - III -Branding & Online Reputation Management	5	25	75	100
	Core -IV -Content Marketing	5	25	75	100
	Elective – IV - Influencer Marketing	4	25	75	100
	Elective –V - Emerging Trends in Information Technology	4	25	75	100
	Project and viva-voce	4	40	60	100
	Total Credits - 22				
Total – 44 Credits					

5. Scheme for Examination & Evaluation

Internal Assessment

Approaches	Marks
Continuous Internal Assessment (CIA)	20
Assignment (1 No.)	5
Total	25

External Assessment

Method of Evaluation for Diploma -Theory

Question Paper Pattern

Time: 3 Hrs.

Max.Marks:75

Part – A (5X5=25 Marks)

Answer any **five** questions out of **eight** questions

Part –B (5X10= 50 Marks)

Answer any **five** questions out of **eight** questions

Passing Minimum

A candidate will be declared as pass, if they secure at least **30 marks** in the End Semester Examination (ESE) for each theory paper and an overall aggregate of **40 marks** combining both external and internal assessments.

Project Work

- Project Report – 40 Marks
- External Viva-voce – 60 Marks

Scheme for Project

Guidelines for Projects

- **Mode:** Students have the option of selecting a research-based project, whereas Major Project with a financial institution, corporate firm, fintech company, financial advisory firm etc.
- **Duration:** Project: A financial study that uses research to analyse data and provide recommendations.
- **Approval and Supervision**
 - ❖ Students will be assigned a supervisor for guidance.
 - ❖ The faculty/mentor must approve the topic/project.

SEMESTER-I

Core Paper –I -Fundamentals of Digital Marketing

Learning Objectives

1. To provide a foundational understanding of digital marketing, its evolution, and key channels.
2. To introduce the fundamentals of website creation, usability, and search engine optimization for better digital marketing performance.
3. To familiarize students with SEO strategies and techniques to improve website visibility on search engines.
4. To enable students to understand social media platforms and create engaging content for marketing.
5. To introduce students to digital advertising platforms and analytics tools for measuring campaign effectiveness.

Unit -I Introduction to Digital Marketing
<ul style="list-style-type: none">• Overview of Digital Marketing• Evolution from Traditional to Digital Marketing• Key Digital Marketing Channels• Digital Consumer Behavior
Unit-II Website Development and Optimization
<ul style="list-style-type: none">• Importance of a Website in Digital Marketing• Basics of Website Development (WordPress, Wix, etc.)• User Experience (UX) & User Interface (UI) Basics• Website Performance and SEO Optimization
Unit- III Search Engine Optimization (SEO) Basics
<ul style="list-style-type: none">• Introduction to SEO & Its Importance• On-Page & Off-Page SEO Techniques• Keyword Research and Optimization• SEO Tools and Performance Analysis
Unit-IV Social Media Marketing Fundamentals
<ul style="list-style-type: none">• Introduction to Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter, etc.)• Creating Engaging Content for social media• Social Media Advertising Basics• Analytics and Performance Tracking
Unit-V Digital Advertising and Analytics
<ul style="list-style-type: none">• Overview of Pay-Per-Click (PPC) Advertising• Google Ads & Social Media Ads• Introduction to Digital Marketing Analytics (Google Analytics, Facebook Insights)• Measuring and Interpreting Key Performance Indicators (KPIs)

Course Outcome: Students will be able to:

CO.No	CO statement	Knowledge Level
CO1	explain the role of digital marketing in the modern business landscape and identify key digital channels.	K2,K4
CO2	develop a basic functional website and optimize it for better user experience and SEO	K3,K5
CO3	develop a basic functional website and optimize it for better user experience and SEO.	K3
CO4	apply fundamental SEO practices to optimize web pages and improve search rankings.	K5
CO5	apply fundamental SEO practices to optimize web pages and improve search rankings.	K2,K4

Text Book:

1. Kotler, P., Kartajaya, H & Setiawan I. (2021). “Marketing 5.0: Technology for Humanity”. Wiley Publication, Hoboken.
2. Clifton, B. (2019). “Advanced Web Metrics with Google Analytics”, Wiley Publication, West Sussex.
3. Chaffey D & Ellis-Chadwick F (2022) “Digital Marketing: Strategy, Implementation, and Practice”. Pearson Education, London.

References:

1. Kingsnorth, S. (2022). Digital Marketing Strategy: An Integrated Approach to Online Marketing. Kogan Page, London.
2. Lipschultz, J. H. (2022). Social Media Communication: Concepts, Practices, Data, Law and Ethics (3rd Edition). Routledge, New York.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley Publication, New Jersey.

Core Paper –II Social Media Marketing & Brand Engagement

Learning Objectives

1. Identify and differentiate key social media platforms and their respective target audiences
2. Demonstrate the ability to create engaging content tailored to specific social media platforms.
3. Apply the principles of social media advertising to create and manage targeted ad campaigns.
4. Utilize social media analytics tools to measure and interpret campaign performance.
5. Develop strategies for managing brand reputation and responding effectively to social media crises.

Unit 1: Introduction to Social Media Marketing
<ul style="list-style-type: none">• Evolution of Social Media in Digital Marketing• Overview of Popular Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok, etc.)• Importance of Social Media in Brand Building• Understanding Social Media Algorithms and Trends
Unit 2: Social Media Content Strategy and Engagement
<ul style="list-style-type: none">• Content Creation for Different Platforms (Text, Images, Videos, Reels, Stories, etc.)• Social Media Storytelling and Viral Marketing• Community Building and Audience Engagement Strategies• Influencer Marketing and Collaborations
Unit 3: Social Media Advertising and Paid Campaigns
<ul style="list-style-type: none">• Overview of Paid Social Media Advertising (Facebook Ads, Instagram Ads, LinkedIn Ads, YouTube Ads, etc.)• Targeting, Retargeting, and Customer Segmentation• Budgeting and Bidding Strategies• A/B Testing and Ad Performance Optimization
Unit 4: Social Media Analytics and Performance Measurement
<ul style="list-style-type: none">• Importance of Social Media Analytics• Key Performance Indicators (KPIs) for Social Media Success• Using Analytics Tools (Facebook Insights, Instagram Insights, Google Analytics, etc.)• Measuring ROI and Improving Social Media Strategies
Unit 5: Crisis Management, Ethics, and Future Trends in Social Media
<ul style="list-style-type: none">• Managing Brand Reputation and Handling Negative Feedback• Ethical Considerations in Social Media Marketing• Emerging Trends in social media (AI-driven Marketing, AR/VR, Live Shopping, etc.)• Future of Social Media Marketing and Brand Engagement

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	Develop a basic social media strategy document that includes platform selection and target audience profiles.	K4
CO2	Produce a portfolio of social media content (text, images, video) designed to increase audience engagement.	K3
CO3	Create and analyse a mock social media advertising campaign, including budget allocation and performance metrics.	K4
CO4	Generate a comprehensive social media analytics report, demonstrating the ability to extract actionable insights from data.	K4,K5
CO5	Create a crisis communication plan that addresses potential social media scenarios and outlines appropriate response strategies.	K5

Text Books:

1. Freberg, K. (2021). Social Media for Strategic Communication: Creative Strategies and Research-Based Applications. SAGE Publications, Thousand Oaks.
2. Scott, D. M. (2022). The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. Wiley, Hoboken.
3. Lipschultz, J. H. (2023). Social Media Communication: Concepts, Practices, Data, Law and Ethics. Routledge, New York.

References:

1. Tuten, T. L., & Solomon, M. R. (2020). Social Media Marketing. SAGE Publications, London.
2. Barker, M., Barker, D. I., Bormann, N. F., & Neher, K. (2017). Social Media Marketing: A Strategic Approach. Cengage Learning, Boston.

Elective Paper – I - Search Engine Optimization

Learning Objectives

1. To provide a fundamental understanding of how search engines work and the role of SEO in digital marketing.
2. To develop skills in optimizing website content, structure, and elements for better search engine visibility.
3. To understand the importance of external factors, such as backlinks and social signals, in SEO performance.
4. To equip students with knowledge of technical SEO elements that impact website performance and indexing.
5. To introduce students to SEO tools and analytics for monitoring and improving SEO performance

Unit-I Introduction to SEO and Search Engines
<ul style="list-style-type: none">• Basics of Search Engines and How They Work• Importance of SEO in Digital Marketing• Types of SEO: On-Page, Off-Page, and Technical SEO• Google Algorithm Updates and SEO Trends
Unit -II On-Page SEO Optimization
<ul style="list-style-type: none">• Keyword Research and Optimization• Content Optimization (Meta Tags, Headings, Alt Text, etc.)• URL Structure and Internal Linking• Mobile-Friendly and User Experience (UX) Optimization
Unit -III Off-Page SEO and Link Building
<ul style="list-style-type: none">• Importance of Off-Page SEO• Link Building Strategies (Backlinks, Guest Posting, etc.)• Social Media and SEO Influence• Local SEO and Google My Business Optimization
Unit -IV Technical SEO and Website Performance
<ul style="list-style-type: none">• Website Speed and Performance Optimization• Structured Data and Schema Markup• XML Sitemaps and Robots.txt• Security and HTTPS Implementation
Unit -V SEO Tools, Analytics, and Performance Tracking
<ul style="list-style-type: none">• Introduction to Google Search Console and Google Analytics• SEO Tools (Ahrefs, SEMrush, Moz, etc.)• Measuring SEO Performance (KPIs and Metrics)• SEO Audit and Reporting

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	To explain SEO concepts and analyze the impact of search engine algorithms on website rankings	K2,K4
CO2	Implement on-page SEO techniques, including keyword optimization, meta tags, and internal linking.	K3,K5
CO3	Develop and execute link-building strategies to improve website authority and rankings.	K3
CO4	Optimize website speed, implement structured data, and improve crawlability for search engines	K3,K4
CO5	Use SEO tools like Google Search Console and Google Analytics to track, analyze, and improve website SEO performance.	K4,K5

Text Books:

1. Bruce Clay (2015) "Search Engine Optimization All-in-One For Dummies" 3rd Edition Dummies (an imprint of John Wiley & Sons, Inc.), USA.
2. Eric Enge, Stephan Spencer, Jessie Stricchiola (2023) "The Art of SEO: Mastering Search Engine Optimization", 4th edition O'Reilly Media, USA.
3. Adam Clarke (2022) "SEO 2022: Learn Search Engine Optimization with Smart Internet Marketing Strategies", Simple Effectiveness LLC, 2022.

References:

1. Christopher Pittman (2022) "Search Engine Optimization: Improve Your Online Sales", SMP Publishing.
2. B. Jones (2010)"Search Engine Optimization: Your Visual Blueprint for Effective Internet Marketing" 2nd Edition imprint of John Wiley & Sons, Inc, USA.

Elective – II – AI-Driven Digital Marketing Strategies

Learning Objectives:

1. To introduce AI and ML concepts, their applications, and their impact on modern marketing strategies.
2. To explore the role of NLP in marketing, including AI-generated content, chatbots, and SEO optimization
3. To understand how AI-driven generative imagery, data visualization, and social media strategies enhance marketing effectiveness
4. To examine how AI-driven automation and recommendation systems enhance marketing efficiency and personalization
5. To highlight the importance of ethical AI, data privacy, and responsible marketing practices.

Unit-I Introduction to Artificial Intelligence (AI) and Machine Learning (ML) In Marketing
<ul style="list-style-type: none">• History of AI, AI and ML concepts and terminology• Types of AI• AI-driven marketing strategies• Role of AI in Marketing• Benefits of Using AI in Marketing• Key AI Marketing Applications• Common ML algorithms and their applications
Unit -II Natural Language Processing (NLP) for Marketing
<ul style="list-style-type: none">• NLP concepts and techniques• Introduction to chatbots and conversational AI• Prompt engineering• AI-generated content• AI-optimized content for Search Engine Optimization (SEO), readability, engagement, and conversion• • Use cases in marketing and customer support• • How NLP is used in marketing
Unit -III Generative Imagery, Data Visualization, and Social Media
<ul style="list-style-type: none">• Generative imagery• Generative video• Data visualization basics• How data visualization is used in marketing• Social media marketing strategies• AI-driven content discovery and scheduling
Unit -IV AI-Powered Marketing Automation
<ul style="list-style-type: none">• Email marketing strategies• Automation• AI-driven personalization and content generation• Recommendation systems basics• How recommendation systems are used in marketing
Unit -V Data Governance, Privacy, And Ethics In AI Marketing
<ul style="list-style-type: none">• Importance of ethical AI in marketing

- Data privacy and security concerns
- Responsible use of customer data
- Bias and fairness in AI-driven marketing strategies
- Emerging trends in AI and marketing

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	AI and ML techniques to enhance marketing decision-making and consumer engagement.	K1
CO2	To implement NLP-based marketing tools to improve customer interactions and content performance.	K3
CO3	Create and apply AI-powered content and visualization tools for improved social media marketing.	K4
CO4	To implement AI-driven automation tools to optimize marketing workflows and customer experiences	K3
CO5	To apply ethical principles and data governance strategies in AI-driven marketing initiatives.	K5

Text Book:

1. Paul Roetzer, Mike Kaput (2022), “Marketing Artificial Intelligence: AI, Marketing, and the Future of Business”, Matt Holt Books,
2. Raj Venkatesan & Jim Lecinski (2021) “The AI Marketing Canvas: A Five-Stage Road Map to Implementing Artificial Intelligence in Marketing”, Stanford Business Books, US.

References:

1. Katie King (2019) Using Artificial Intelligence in Marketing: How to Harness AI and Maintain the Competitive Edge, Kogan Page
2. Naresh K. Malhotra K. Sudhir Olivier Toubia (2023) Artificial Intelligence in Marketing, Emerald Publishing Limited

Elective Paper – III - Digital Trends & Consumer Behaviour

Learning Objectives

1. To provide an understanding of how digital transformation influences consumer behavior and decision-making.
2. To explore emerging digital trends and their influence on consumer expectations and purchasing behavior.
3. To examine psychological factors affecting online consumer decisions and engagement strategies.
4. To introduce the role of data analytics in understanding and predicting consumer behavior.
5. To assess ethical challenges and the future direction of consumer behavior in digital marketing.

Unit – I Introduction to Digital Transformation and Consumer Behavior
<ul style="list-style-type: none">• Overview of Digital Transformation in Marketing• Evolution of Consumer Behavior in the Digital Age• Digital Adoption: Factors Influencing Online Consumer Behavior• Key Theories of Consumer Decision-Making
Unit -II Digital Trends Shaping Consumer Preferences
<ul style="list-style-type: none">• Rise of AI and Automation in Digital Marketing• Impact of Social Media and Influencer Marketing• Personalization and Data-Driven Marketing• Role of Augmented Reality (AR) & Virtual Reality (VR) in Consumer Engagement
Unit -III Online Consumer Psychology and Engagement
<ul style="list-style-type: none">• Cognitive Biases in Online Buying Decisions• Trust and Security in Online Transactions• Emotional and Rational Triggers in Digital Advertising• Gamification and Interactive Marketing Strategies
Unit-IV Data Analytics and Consumer Insights
<ul style="list-style-type: none">• Importance of Consumer Data in Digital Marketing• Understanding Customer Journey and Touchpoints• Using Google Analytics and Heatmaps for Consumer Insights• Predictive Analytics in Consumer Behavior
Unit -V Ethical Issues and Future of Consumer Behavior in Digital Marketing
<ul style="list-style-type: none">• Ethical Concerns in Digital Advertising (Privacy, Data Protection)• Consumer Perceptions of AI and Automation• Well-Being and Sustainable Consumerism• Emerging Trends and the Future of Digital Consumers

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	analyze the impact of digitalization on consumer preferences and marketing strategies.	K4
CO2	Students will be able to evaluate the role of AI, social media, and personalization in shaping modern consumer trends.	K5
CO3	Students will be able to apply consumer psychology principles to develop effective digital marketing campaigns.	K3
CO4	Students will be able to use analytical tools to interpret consumer data and improve marketing strategies.	K3
CO5	Students will be able to discuss ethical concerns in digital marketing and predict future consumer behavior trends.	K2

Text Books:

1. Nripendra Singh (2024) “Digital Influence on Consumer Habits: Marketing Challenges and Opportunities”, 1st Edition Emerald Publishing Limited, Howard House, United Kingdom
2. Authors: Gillian Rice, Sara Dolnicar, and Adamantios Diamantopoulos (2023) “Consumer Behaviour and Digital Transformation” 1st Edition Routledge, United Kingdom.
3. Omar A. El Sawy (2023) “Digital Transformation Initiatives for Agile Marketing, 1st Edition IGI Global, USA.

References:

1. Bob Garfield & Doug Levy (2013) “Can't Buy Me Like: How Authentic Customer Connections Drive Superior Results” 1st Edition Penguin Group, USA.
2. Brian Solis (2011) The End of Business as Usual: Rewire the Way You Work to Succeed in the Consumer Revolution, 1st Edition, Wiley Publications, USA.

SEMESTER-II

Core Paper-III - Branding & Online Reputation Management

Learning Objectives

1. To introduce students to the fundamentals of branding and its significance in digital marketing.
2. To equip students with knowledge of brand positioning strategies and techniques to enhance brand awareness
3. To understand the importance of online reputation management and how to handle brand perception online.
4. To familiarize students with tools and techniques used for brand monitoring and online reputation management.
5. To explore ethical considerations, crisis management strategies, and future trends in branding and ORM.

Unit-I Fundamentals of Branding in the Digital Age
<ul style="list-style-type: none">• Introduction to Branding and Its Importance• Brand Identity vs. Brand Image• Key Elements of a Strong Brand (Logo, Tagline, Colors, Voice, etc.)• The Role of Digital Marketing in Brand Building
Unit -II Strategies for Brand Positioning and Awareness
<ul style="list-style-type: none">• Understanding Brand Positioning and Differentiation• Content Marketing for Brand Storytelling• Social Media Branding Strategies• Case Studies of Successful Digital Branding
Unit -III Online Reputation Management (ORM) Essentials
<ul style="list-style-type: none">• Introduction to ORM and Its Importance in Digital Marketing• Monitoring and Managing Brand Mentions Online• Handling Negative Reviews, Feedback, and Crisis Situations• Role of Customer Service in Online Reputation
Unit -IV Tools and Techniques for ORM and Brand Monitoring
<ul style="list-style-type: none">• Overview of ORM Tools (Google Alerts, Brandwatch, Hootsuite, etc.)• Social Listening and Sentiment Analysis• SEO and ORM: Managing Search Engine Results• Best Practices for Building and Maintaining a Positive Brand Image
Unit -V Ethics, Crisis Management, and Future Trends in Branding & ORM
<ul style="list-style-type: none">• Ethical Considerations in Digital Branding and ORM• Crisis Communication Strategies for Brand Protection• Personal Branding in the Digital Space• Emerging Trends in Branding & Online Reputation Management

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	Define key branding concepts and explain the role of digital marketing in brand development.	K1,K2
CO2	Develop digital branding strategies to effectively position a brand in a competitive market.	K5
CO3	Monitor, manage, and improve a brand's online reputation using digital tools and strategies	K3
CO4	Use ORM tools for tracking brand mentions, analyzing sentiment, and improving brand credibility.	K3,K4
CO5	Apply ethical principles in branding and implement crisis communication strategies for brand protection.	K3,K5

Text Books:

1. Gerardus Blokdyk (2021) "Brand Reputation Management A Complete Guide - 2021 Edition" by The Art of Service
2. Santino Spencer (2023) Reputation Management: 3-in-1 Guide to Master Business Communication, Brand Marketing, GMB & Online Reputation Management", IngramSpark,
3. Srishti Sawhney (2024) "Branding in the Digital Age" Turtle House Mumbai, India

References:

1. Robert S. Gordon (2024) "Brand Positioning with Power: Maximize Your Marketing Impact", Business Exper Press.
2. Melissa Davis (2009) "The Fundamentals of Branding", First Edition Ava Publishing, UK

Core Paper IV - Content Marketing

Learning Objectives

1. To provide an understanding of content marketing, its role in digital marketing, and various content formats.
2. To equip students with skills in content strategy development, audience targeting, and SEO-based content planning.
3. To enhance students' ability to create engaging, high-quality content using storytelling techniques.
4. To introduce effective content distribution strategies for maximizing reach and engagement.
5. To develop analytical skills for measuring content performance and staying updated with future content marketing trends.

Unit-I Introduction to Content Marketing
<ul style="list-style-type: none">• Definition and Importance of Content Marketing• Evolution of Content Marketing in the Digital Age• Understanding the Content Marketing Funnel• Key Content Marketing Formats (Blogs, Videos, Infographics, Podcasts, etc.)
Unit-II Content Strategy and Planning
<ul style="list-style-type: none">• Defining Target Audience and Buyer Personas• Content Ideation and Topic Research• Creating a Content Calendar and Distribution Plan• SEO-Optimized Content Writing and Copywriting Basics
Unit-III Content Creation and Storytelling Techniques
<ul style="list-style-type: none">• Crafting Engaging and High-Quality Content• Visual and Video Content Marketing Strategies• Interactive Content (Quizzes, Polls, Live Streams)• Case Studies on Successful Content Marketing Campaigns
Unit -IV Content Distribution and Promotion
<ul style="list-style-type: none">• Organic vs. Paid Content Promotion• Social Media and Email Marketing for Content Distribution• Influencer Marketing and Content Partnerships• Repurposing Content for Multiple Platforms
Unit -V Content Performance Analysis and Future Trends
<ul style="list-style-type: none">• Key Performance Indicators (KPIs) for Content Marketing• Using Google Analytics, Social Media Insights, and SEO Tools• Measuring ROI of Content Marketing Efforts• Future Trends: AI-Generated Content, Personalization, and Voice Search

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	Explain the fundamentals of content marketing and identify different types of content used for digital marketing.	K2
CO2	Create a structured content strategy, including audience research, topic selection, and content scheduling.	K5
CO3	Produce compelling content in various formats, such as blogs, videos, and infographics, to enhance audience engagement.	K3
CO4	Implement organic and paid content distribution techniques using social media, email marketing, and influencer collaborations.	K3
CO5	Analyze content performance using key metrics and adapt strategies based on insights from digital marketing analytics tools.	K4,K5

Text Books:

1. David Meerman Scott (2024) "The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly" 9th Edition Wiley Publications, Hoboken, NJ
2. Marcus Sheridan (2017)"They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer" Wiley publications, Hoboken, NJ

References:

1. Rebecca Lieb (2011)"Content Marketing: Think Like a Publisher – How to Use Content to Market Online and in Social Media" Que Publishing, Indianapolis
2. Joe Pulizzi (2013)"Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less" McGraw Hill, New York.

Elective Paper - IV- Influencer Marketing

Learning Objectives

1. To provide an understanding of influencer marketing, its types, and its role in digital marketing strategies.
2. To equip students with skills to identify, evaluate, and establish collaborations with influencers.
3. To develop the ability to plan, strategize, and execute successful influencer marketing campaigns.
4. To introduce methods and tools for tracking, analyzing, and optimizing influencer marketing performance
5. To explore upcoming trends and technological advancements in influencer marketing.

Unit -I Introduction to Influencer Marketing
<ul style="list-style-type: none">• Definition and Evolution of Influencer Marketing• Types of Influencers (Mega, Macro, Micro, Nano)• Role of Influencer Marketing in Digital Strategy• Benefits and Challenges of Influencer Marketing
Unit -II Identifying and Collaborating with Influencers
<ul style="list-style-type: none">• Selecting the Right Influencers for a Brand• Evaluating Influencer Credibility and Audience Engagement• Influencer Outreach and Negotiation Strategies• Building Long-Term Influencer Partnerships
Unit -III Influencer Campaign Strategy and Execution
<ul style="list-style-type: none">• Setting Goals and KPIs for Influencer Campaigns• Content Planning and Creative Strategies• Platforms for Influencer Marketing (Instagram, YouTube, TikTok, LinkedIn, etc.)• Legal and Ethical Considerations in Influencer Marketing
Unit -IV Measuring Influencer Marketing Success
<ul style="list-style-type: none">• Key Metrics and Analytics (Engagement Rate, Reach, Conversions)• Tools for Tracking Influencer Performance (Google Analytics, Social Media Insights, etc.)• ROI Calculation and Campaign Optimization• Case Studies of Successful Influencer Marketing Campaigns
Unit -V Future Trends and Innovations in Influencer Marketing
<ul style="list-style-type: none">• AI and Automation in Influencer Marketing• Emerging Platforms and New Influencer Categories• The Rise of Virtual and AI-Generated Influencers• Predictions for the Future of Influencer Marketing

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	Explain the fundamentals of influencer marketing and differentiate between various types of influencers.	K2
CO2	Assess influencer credibility, negotiate partnerships, and build effective influencer relationships.	K5
CO3	Design and implement influencer-driven campaigns across multiple digital platforms while ensuring compliance with ethical guidelines.	K4
CO4	Measure campaign effectiveness using key performance indicators (KPIs) and optimize strategies for better ROI.	K4,K3
CO5	Analyze and adapt to emerging trends, including AI-driven influencer marketing and virtual influencers.	K4,K5

Text Books:

1. Eric Butow and Stephanie Garcia (2024) "Ultimate Guide to Influencer Marketing", Entrepreneur Press, Santa Ana, CA
2. David Shaw 2023 "Influencer Marketing Fundamentals" Mujo Learning Systems, Vancouver, Canada
3. Emily Hund(2023) "The Influencer Industry: The Quest for Authenticity on Social Media" Princeton University Press, Princeton, NJ

References:

1. Bruno Schivinski (2023) "Using Influencer Marketing as a Digital Business Strategy", IGI Global, Hershey, PA
2. Neal Schaffer (2020)"The Age of Influence: The Power of Influencers to Elevate Your Brand" HarperCollins Leadership, Nashville, TN
3. Danny Brown and Sam Fiorella (2013) "Influence Marketing: How to Create, Manage, and Measure Brand Influencers in Social Media Marketing" Que Publishing, Indianapolis

Elective Paper - V- Emerging Trends in Information Technology

Learning Objectives

1. To provide an understanding of e-commerce as a fundamental business model and its various types.
2. To provide a foundational understanding of email accounts and their functions and basics of social networking sites and their role in online communication.
3. To provide an understanding of the various types of e-banking transactions, including inter-banking, intra-banking, and electronic payments.
4. To provide an understanding of the different e-governance models and their applications, challenges and strategies for implementing e-governance initiatives
5. To provide an understanding of the various e-learning models, Statement Knowledge Level

Unit -I E-Commerce and digital transactions
<ul style="list-style-type: none">• Introduction: E-commerce as Business need-commerce• Types, Advantages, Disadvantages, e-Commerce Architecture,• Internet Payment Systems, Characteristics<ul style="list-style-type: none">- 4C Payment Methods- SET Protocol for Credit Card Payment- E-Cash, E-Check- Overview of Smart Card
Unit -II E-mail & Internet strategies
<ul style="list-style-type: none">• Introduction• E-mail Account & Its Functions• Search Engine• Web Browsing & Web site Analytics• Basics of Social Networking Site
Unit -III E-Banking & Fintech Marketing
<ul style="list-style-type: none">• Digital Transactions and payments: Inter Banking, Intra Banking, Electronic Payments, (Payment – Gateway Example)• Cyber Security in Digital banking (SSL, Digital Signatures – Examples)• Services Provided : ATM, Smart Card• ECS(Electronic Clearing System) e.g. Telephone , Electricity Bills
Unit -IV E – Governance & E – Agriculture
<ul style="list-style-type: none">• E –Governance Models : (G2B,G2C,C2G,G2G), Challenges to E – Governance, Strategies and tactics for implementation of E – Governance, Digital platforms for crop monitoring, weather forecasting, and precision farming.• AI & IoT-based smart irrigation and soil management.• Agri-tech innovations like drone farming, blockchain-enabled food traceability, and AI-driven yield predictions
Unit -V E-learning
<ul style="list-style-type: none">• Models WBT, CBT, Virtual Campus , LMS & LCMS, Video Conferencing, Chatting Bulletin, Building Online Community, Asynchronous / Synchronous Learning, AI & Gamification in E-Learning.

Course Outcome: Students will be able to:

CO. No	CO statement	Knowledge Level
CO1	Classify and explain the different types of e-commerce models and characteristics and protocols of various internet payment systems.	K2,K4
CO2	Demonstrate proficiency in using email account functions, effectively use search engines to retrieve relevant information and functions and role of social networking sites	K3
CO3	Explain various types of e-banking transactions, SSL and digital signatures, used in e-banking and the application of ECS for bill payments.	K2,K3
CO4	E-Governance models and their applications, types of agricultural information and techniques disseminated through e agriculture Styles	K5
CO5	Analyze and adapt to emerging trends, including AI-driven influencer marketing and virtual influencers.	K4,K5

Text Books:

1. C. Laudon, Carol Guercio Traver (2023) "E-Commerce 2023-2024: Business. Technology. Society." 18th Edition Pearson Publication, USA
2. Paul Deitel, Harvey Deitel, Abbey Deitel (2018) "Internet & World Wide Web: How to Program fifth Edition Pearson Educations, USA
3. Kenneth C. Laudon and Carol Guercio Traver (2021)"E-Commerce 2021: Business, Technology, and Society" Pearson, Hoboken, NJ

References:

1. C.S.V. Murthy (2022) "E-Commerce: Concepts, Models, Strategies" Second Edition, Himalaya Publishing House
2. Kenneth C. Laudon and Jane P. Laudon (2019) Management Information Systems: Managing the Digital Firm 15th Edition Pearson
3. Prof. Milind Oka (2014) "E-Commerce" 15th Edition, Everest Publishing House