

RAJIV GANDHI PROUDYOGIKI VISHWAVIDYALAYA, BHOPAL

New Scheme Based On AICTE Flexible Curricula

Computer Science & Information Technology, VIII-Semester

Open Elective CSIT-803 (A) Digital Marketing and SEO

Objective:

Developing an overall understanding of digital marketing / online marketing platforms, mainly web analytics, social media tools, marketing through search engines, search engine optimization, mobile marketing, email marketing, Pay per click, digital display marketing, content marketing and Strategizing marketing.

Course Outcomes: After the completion of this course, the students will be able to

1. Understand the concept of digital marketing and its real-world iterations
2. Articulate innovative insights of digital marketing enabling a competitive edge
3. Understand how to create and run digital media based campaigns
4. Identify and utilize various tools such as social media etc.
5. Understand how to do SEO Audit

Unit-I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing, Reasons for Growth. Need for a comprehensive Digital Marketing Strategy. Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click

Unit-II

Social Media Marketing: Introduction, Process - Goals, Channels, Implementation, Analyze Tools: Google and the Search Engine, Facebook, Twitter, YouTube and LinkedIn, Issues: Credibility, Fake News, Paid Influencers, Social Media and Hate/ Phobic campaigns, Analytics and linkage with Social Media, The Social Community.

Unit-III

Email Marketing: Introduction, email marketing process, design and content, delivery, discovery. Mobile Marketing: Introduction and concept, Process of mobile marketing: goals, setup, monitor, analyze; Enhancing Digital Experiences with Mobile Apps. Pros and Cons; Targeted advertising. Issues: Data Collection, Privacy, Data Mining, Money and Apps, Security, Spam. Growth Areas.

Unit-IV

Managing Digital Marketing: Content Production; Video based marketing; Credibility and Digital Marketing; IoT; User Experience; Future of Digital Marketing.

Unit-V

SEO Analytics, Monitoring & Reporting : Google Search Console (GSC), Key Sections & Features of GSC; How to monitor SEO progress with Key Features of GSC: Overview, Performance, URL

Inspection, Coverage, Sitemaps, Speed, Mobile Usability, Backlinks, Referring Domains, Security & Manual Actions, How to do SEO Reporting

Recommended Books:

1. Dodson, Ian: The Art of Digital Marketing - The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns. Wiley
2. Ryan, Damien: Understanding Digital Marketing - Marketing Strategies for Engaging the Digital Generation. Kogan Page Limited.
3. Gupta, Sunil: Driving Digital Strategy. Harvard Business Review Press
4. Tuten, Tracy L. and Solomon, Michael R.: Social Media Marketing. Sage
5. Bhatia, Puneet S.: Fundamentals of Digital Marketing. Pearson
6. Kotler, Philip: Marketing 4.0: Moving from Traditional to Digital. Wiley