

## 22 BA 304-DIGITAL MARKETING

Course Code	<b>22 BA 304</b>	Course Deliver Method	Classroom / Blended Mode
Credits	4	CIA Marks	30
No. of Lecture Hours / Week	05	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Year of Introduction :2008	Year of Offering:2021	Year of Revision	Percentage of Revision

**Course Objective:**This course will take students through navigating the digital landscape and how to utilize data to guide this journey. Students will develop an understanding of what marketing channels contribute to a cohesive online presence, exploring areas such as organic and paid search, social media, and email marketing.

**COURSE OUTCOMES:** By the end of the course, the students will be able

- CO-1 Understand the concepts of digital marketing and to know the emerging trends in Digital Marketing;
- CO-2 Understand the role of digital media tools in marketing of products and services;
- CO-3 Understand the concept of social media and its real-world iterations;
- CO-4 Use of Social Media Platform like Facebook, Twitter, Youtube& LinkedIn for Marketing;
- CO-5 Aware of the challenges associated with digital marketing and social media such as ethics, regulatory issues;

**UNIT-I: Introduction:**Concept, Digital vs. Traditional Marketing, Digital Marketing Channels and Classifications, Relationship to the Purchase Funnel, Fundamental Ideas Underlying Digital Marketing; Relevance of Digital Marketing, Emerging trends in Digital Marketing.

**(15 Hours)**

**UNIT-II:Digital Marketing Tools:**Digital Media Marketing Tools, Search Engine Optimization (SEO) Tools, Email Marketing Tools Conversion Optimization Tools, Lead Enrichment Tools, Landing page and Lead Capture Tools, Graphic Creation Tools, Content Management,Target Group Analysis- Optimization of Websites-Digital Marketing Budgeting; Developing a Social Marketing Plan.

**(20 Hours)**

**UNIT-III: Social Media:**Evolution of Social Media,Role of social media in Marketing, Different types of Social Media Channels, Social Media Marketing Goals and Strategies; Promotion through Social Media. **(10 Hours)**

**UNIT-IV: Channels of Social Media:** Creating a Facebook page, Visual identity of a Facebook page, Types of publications in Face book, Instagram Marketing: Optimization of Instagram profiles Integrating Instagram with a Web Site and other social networks; LinkedIn Marketing- YouTube Marketing- Google+ Marketing, What's App Marketing, E-mail Marketing. **(15 Hours)**

**UNIT-V:E-Marketing:** Problems and Challenges in Social Media Marketing, Privacy Issues in Digital Marketing, Ethics in Social Media Marketing, Regulatory Framework for Digital Marketing, Best Practices in Digital Marketing. **(15 Hours)**

**Case Study (Not Exceeding 300 words)**

**REFERENCES:**

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. The Beginner's Guide to Digital Marketing (2015). Digital Marketer.Pulizzi,J.(2014) Epic Content Marketing, McGraw Hill Education. Page 114 of 39

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MODEL QUESTION PAPER  
PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE  
M.B.A. (REGULAR) DEGREE EXAMINATION  
Third Semester  
**22 BA 304: DIGITAL MARKETING**  
*W.e.f 2022-2023*

**Duration: 3 hours**

**Maximum Marks: 70**

**SECTION- A**

***Answer the of the Following Questions***

**5×4=20 Marks**

1.
  - a. Classify Digital Marketing Channels (CO1) (L2)  
**(OR)**
  - b. Define the need and scope of Digital Marketing. (CO2) (L2)
2.
  - a. Explain Digital Marketing Budget. (CO2) (L2)  
**(OR)**
  - b. Outline the Digital Marketing trends? (CO2) (L2)
3.
  - a. Write steps in Developing a Social Marketing Plan. (CO3) (L1)  
**(OR)**
  - b. Write about the importance of social media marketing for business. (CO3) ( L1)
4.
  - a. Explain about Visual identity of a Facebook page. (CO4) (L2)  
**(OR)**
  - b. Explain the role of key words in Search Engine Marketing. (CO4) (L2)
5.
  - a. Explain about LinkedIn Marketing and YouTube Marketing. (CO5) (L1)  
**(OR)**
  - b. Discuss Ethics in Digital Marketing. (CO5) (L1)

**SECTION- B**

**Answer the Following**

**5X8=40 Marks**

6.
  - a. Write the difference between Digital and Real Marketing (CO1) (L1).  
**(OR)**
  - b. Explain about migrating from traditional channels to digital channels.(CO1) (L1)
7.
  - a. Discuss about different Digital Marketing Tools (CO2) (L2)

- (OR)**
8. b. Explain the concept of developing Social Marketing Plan.(CO2) (L2)
- a. Explain Social Media Marketing Goals and Strategies. (CO2) (L2)
- (OR)**
9. b. Explain the model of a business and create a Facebook page (CO3) (L2)
- a. Explain Types of publications in Face book (CO4) (L2)
- (OR)**
10. b. How to Integrate Instagram with a Web Site and other social networks. (CO4) (L2)
- a. Evaluate Problems and Challenges in Social Media Marketing (CO5) (L5)
- (OR)**
- b. Critically examine Ethics in Social Media Marketing. (CO5) (L5)

### SECTION C

**1X10=10Marks**

#### **CASE STUDY (COMPULSORY)**

11. Acme Fitness Center is a local gym and fitness facility located in a medium-sized city. The gym offers a range of fitness classes, personal training services, and a variety of exercise equipment. Acme Fitness Center has been struggling to attract new members and retain existing ones in recent years. The management team has decided to invest in digital marketing to address these issues and increase membership.

#### **Questions:**

1. What digital marketing strategies can Acme Fitness Center use to attract new members and retain existing ones?
2. How can Acme Fitness Center create an effective online presence?
3. What social media platforms should Acme Fitness Center prioritize, and what type of content should they share to engage their audience?
4. How can Acme Fitness Center use email marketing to improve member retention?

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