Course Code	Course Name	Credits
26CM501	ADVANCED DIGITAL MARKETING	04

Course Objectives

- Design comprehensive digital marketing strategies aligned with business goals and customer journey stages.
- Optimize websites and digital presence using advanced SEO and technical tools.
- Execute and monitor SEM campaigns with effective budgeting, targeting, and performance analysis.
- Implement social media marketing campaigns including influencer collaborations and audience targeting techniques.
- Measure and interpret digital marketing performance metrics using analytics tools to support data-driven decision-making.

Learning Outcomes

Upon successful completion of this course, it is intended that a student will be able to:

- Understand the fundamentals of digital marketing, including its evolution, frameworks, and key digital channels.
- Apply SEO techniques such as keyword research, on-page, off-page, and technical optimization to improve website visibility.
- Analyze and manage paid advertising campaigns, including Google Ads, bidding strategies, and conversion tracking.
- Develop effective social media strategies using both organic and paid approaches across major platforms.
- Create and evaluate content marketing strategies to drive engagement, leads, and measurable ROI

Unit 1 - Introduction to Digital Marketing (12 Hrs.)

Evolution of Marketing: Transition from traditional to digital. **Digital Marketing Framework:** The 4Ps in a digital context. **Inbound vs. Outbound Marketing:** Understanding pull vs. push strategies. **Digital Channels Overview:** Brief on Email, Affiliate, Mobile marketing.

Unit 2 – Search Engine Optimization (SEO) Search Engines Work: (12 Hrs.)

Crawling, Indexing, and Ranking. **Keyword Research:** Tools, search intent, and long-tail vs. short-tail keywords. **On-Page SEO:** Optimizing title tags, meta descriptions, headers (H1-H6), and alt text. **Off-Page SEO:** Backlink building strategies and social signals.

Unit 3 - Google Ads and Paid Search (SEM) (12 Hrs.)

Introduction to Google Ads: Account structure (Account > Campaign > Ad Group). **Auction Process:** Understanding Ad Rank, Quality Score, and CPC (Cost Per Click). **Ad Formats:** Text ads, Responsive Search Ads (RSA), and Extensions. **Display Network:** Remarketing/Retargeting and banner advertising.

Unit 4 – Master Social Media Marketing (SMM) (12 Hrs.)

Social Media Strategy: Choosing the right platforms (Facebook, Instagram, LinkedIn, X, TikTok). **Organic vs. Paid Social:** Building a community vs. running social ads. **Facebook & Instagram Ads:** Using Meta Ads Manager, targeting (Core, Custom, Lookalike audiences). **LinkedIn Marketing:** B2B strategies and professional networking.

Unit 5 - Content Marketing: Content Strategy (12 Hrs.)

Defining personas and the "Content Pillars." **Types of Content:** Blogs, Info graphics, Videos, Podcasts, and Whitepapers. **The Content Funnel:** TOFU (Top), MOFU (Middle), and BOFU (Bottom) content. **Copywriting vs. Content Writing:** Writing for conversion vs. writing for education.

Reference Books:

1. **Chaffey, D., & Ellis-Chadwick, F. (2019).** *Digital Marketing: Strategy, Implementation and Practice* (7th ed.). Pearson Education.
2. **Ryan, D. (2016).** *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (4th ed.). Kogan Page.
3. **Kingsnorth, S. (2022).** *Digital Marketing Strategy: An Integrated Approach to Online Marketing* (3rd ed.). Kogan Page.
4. **Kotler, P., Kartajaya, H., & Setiawan, I. (2021).** *Marketing 5.0: Technology for Humanity*. Wiley.
5. **Tuten, T. L., & Solomon, M. R. (2020).** *Social Media Marketing* (4th ed.). Sage Publications. Bernard Marr, "Data-Driven HR: How to Use AI, Analytics and Data to Drive Performance", 2nd Edition (2023), Kogan Page Publisher.

Websites and eLearning Sources:

1. https://www.youtube.com/watch?v=aC-DwwgqG6A.
2. https://www.youtube.com/results?search_query=Search+Engine+Optimization+(SEO)
3. https://www.youtube.com/watch?v=_47prikuh_I.
4. https://www.youtube.com/watch?v=qgrUOOIv0M4.
5. https://www.youtube.com/watch?v=3qzFnbmpn5k.

COs and Bloom's Taxonomy Mapping – 26CM501		
Course Outcomes	**On successful completion of this course, students will be able to**	**BTL**
CO1	Understand the fundamentals of digital marketing, including its evolution, frameworks, and key digital channels.	K1, K2
CO2	Apply SEO techniques such as keyword research, on-page, off-page, and technical optimization to	K3
CO3	improve website visibility.	K4
CO4	Analyze and manage paid advertising campaigns, including Google Ads, bidding strategies, and conversion tracking.	K4 & K5
CO5	Develop effective social media strategies using both organic and paid approaches across major platforms.	K6

BTL (Bloom's Taxonomy Level) - K1 – Remembering, K2 – Understanding, K3- Applying, K4 – Analyse, K5- Evaluate and K6 - Create

Relationship Matrix – 26CM501													
Course Outcomes	**Programme Outcomes (POs)**						**Programme Specific Outcomes (PSOs)**						**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	
CO1	2	2	2	3	2	1	1	3	1	2	2	2	**1.9**
CO2	3	3	2	2	3	1	1	3	2	3	1	2	**2.7**
CO3	3	2	2	3	3	1	1	3	3	2	1	1	**2.2**
CO4	2	3	3	2	3	1	1	2	3	3	2	1	**2.6**
CO5	3	3	2	2	3	2	2	3	2	3	2	1	**2.2**
												Total	**2.32**

Mean Score: 3- High, 2- Medium/Moderate, 1-Low

FULLY HUMAN
Fully
Alive