

DEPARTMENT OF COMMERCE
SHYAM LAL COLLEGE, UNIVERSITY OF DELHI

Subject- Digital Marketing

Sem - Sem II and IV

Course - SEC

S.N.	From	To	Topics
Week 1	18-Jan-24	20-Jan-24	Digital marketing: Concept, Features
Week 2	22-Jan-24	27-Jan-24	Difference between traditional and digital marketing, Moving from traditional to digital Marketing
Week 3	29-Jan-24	03-Feb-24	Digital Marketing Channels: Intent Based- SEO, Search Advertising; Brand Based-Display Advertising; Community Based-Social Media Marketing
Week 4	05-Feb-24	10-Feb-24	Others-Affiliate, Email, Content, Mobile.
Week 5	12-Feb-24	17-Feb-24	Customer Value Journey: 5As Framework; The Ozone O3 Concept Key; Traits of online consumer
Week 6	19-Feb-24	24-Feb-24	Content Marketing: Step-by-step Content Marketing Developing a content marketing strategy
Week 7	26-Feb-24	02-Mar-24	Email Marketing: Types of Emails in email marketing, Email Marketing best practices
Week 8	04-Mar-24	09-Mar-24	Social Media Marketing: Building Successful Social Media strategy; Social Media Marketing Channels; Facebook, LinkedIn, YouTube (Concepts and strategies)
Week 9	11-Mar-24	16-Mar-24	Display Advertising: Working of Display Advertising; Benefits and challenges; Overview of Display ad Process.; Define- Customer, Publisher, Objectives; Format-Budget, Media, Ad Formats, Ad Copy.
Week 10	18-Mar-24	23-Mar-24	Introduction of SEM: Working of Search Engine; SERP Positioning; online search behaviour, DMI's 5P Customer Search Insights Model.
	24-Mar-24	31-Mar-24	MID SEMESTER BREAK
Week 11	01-Apr-24	06-Apr-24	Search Engine Optimization: Overview of SEO Process; Goal Setting-Types.
Week 12	08-Apr-24	13-Apr-24	On-Page Optimization: Keyword Research, SEO Process -Site Structure, Content, Technical Mechanics, Headings, Image & Alt text, Social Sharing, Sitemaps, Technical Aspects - Compatibility, Structured Data Markup.
Week 13	15-Apr-24	20-Apr-24	Off Page Optimisation: Link Formats, Link Building, Content Marketing, Social Sharing; Black and White Hat Techniques
Week 14	22-Apr-24	27-Apr-24	Search Advertising: Overview of PPC Process; Benefits of Paid Search; Basis of Ranking; Goal Setting-Objectives
Week 15	29-Apr-24	04-May-24	Account Setting-Creation of Google Ads, Campaign architecture, Campaign setup, Targeting, Bid Strategy, Delivery, Ad Scheduling, Ad Rotation, Keyword Selection; Ad Copy composition, Ad Extension
Week 16	06-May-24	11-May-24	Revision and assessment

Teaching Methods : Group Discussions
Flip Classroom
Lecture Method
Presentations
Practical Exercises