



Bachelor of Vocation (B.Voc)

Semester: III

Branch: Sales & Marketing Management

Subject Name: Vocational Practical-5

(Digital Marketing)

Subject Code: 1132205

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		C	Theory Marks		Practical	
			ESE (E)		PA(M)	ESE (V)	PA (I)	
0	0	2	2	0	0	30	20	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Difference between traditional v/s Digital Marketing	5
2	How Digital Marketing helpful in business	5
3	What is Social Media Marketing? Benefits of Social Media Marketing	5
4	How Social media used in Digital marketing	5
5	Different tools for Social Media Marketing	5
Total		25

Reference Books:

1. Digital Marketing , Seema Gupta, Mc Graw Hill Education
2. Digital Marketing Trends and Prospects, Dr. Shakti Kundu , BPB Publication
3. Digital Marketing, Dr. Ragavendra K. and Shruthi P., Himalaya Publishing House Pvt. Ltd.

Course Outcomes:

After learning the course the students should be able to:

1. Exposure to the various tools of digital marketing and how to integrate the same in the overall marketing plan.
2. Measure the effectiveness of digital campaigns
3. Identify globally acceptable best practices for digital and social media marketing.
4. Evaluate the impact of social media on social groups and sub-cultural groups
5. The importance of digital marketing tools as effective communication medium