



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), 5<sup>th</sup> Semester**  
**Branch: Sales & Marketing Management**  
**Subject Name: Digital & Social Media Marketing**  
**Subject Code: 1152202**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
3	0	0	3	50	0	0	0	50

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

**Contents:**

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1	<b>Module 1</b> <b>Fundamentals of Digital Marketing</b> <ul style="list-style-type: none"> <li>• Introduction Digital Marketing</li> <li>• Important of Digital Marketing</li> <li>• Evolution of Digital Marketing :Past ,Present, Future</li> <li>• Different between Traditional and Digital marketing.</li> <li>• Digital Marketing in today’s world</li> <li>• P.O.E.M. framework</li> </ul>	8	20%
2	<b>Module 2</b> <b>Digital Marketing Channels</b> <ul style="list-style-type: none"> <li>• Website Marketing</li> <li>• Pay-Per-Click Advertising</li> <li>• Content Marketing</li> <li>• Email Marketing</li> <li>• Video Marketing</li> <li>• SMS Messaging</li> </ul> <b>SEO techniques</b> <ul style="list-style-type: none"> <li>• Introduction and need for SEO</li> <li>• How Search engine works, , How SEO Works, What is Google bot (Google Crawler),</li> <li>• How to use internet &amp; search engines</li> <li>• Different Searching Methods : Eye Tracking ,Click Tracking</li> <li>• paid optimization and organic optimization</li> <li>• Difference between Organic Search and Paid Search</li> </ul>	12	30%
3	<b>Module 3</b> <b>Social Media</b> <ul style="list-style-type: none"> <li>• Mining of Social Media</li> <li>• Popular Social Media Tools and Platforms :</li> <li>• Blog, Facebook , Instagram , Twitter , whatsapp etc</li> <li>• Introduction to Blog , create a Blog post for your project</li> <li>• Social media security awareness</li> </ul>	10	25%



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), 5<sup>th</sup> Semester**  
**Branch: Sales & Marketing Management**  
**Subject Name: Digital & Social Media Marketing**  
**Subject Code: 1152202**

	<b>Social Media Marketing</b> <ul style="list-style-type: none"> <li>• Necessity of Social media Marketing</li> <li>• Top Social Media Sites</li> <li>• Social media Analytics</li> </ul>		
4	<b>Module 4</b> <b>Facebook Marketing</b> <ul style="list-style-type: none"> <li>• Facebook for Business, Facebook Insight,</li> <li>• Different types of Ad formats,</li> <li>• Setting up Facebook Advertising Account,</li> <li>• Facebook audience &amp; types</li> </ul> <b>LinkedIn Marketing:</b> <ul style="list-style-type: none"> <li>• Importance of LinkedIn presence</li> </ul> <b>Twitter Marketing:</b> <ul style="list-style-type: none"> <li>• Basics Twitter usage, Twitter Ads</li> </ul> <b>Instagram &amp; Snap chat basics</b>	12	25%
	<b>Total</b>	42	100%

**Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Seema Gupta	Digital Marketing	Mc-Graw Hill	2017 / 1st
2	Ian Dodson	The Art of Digital Marketing	Wiley	2016 / 1st
3	Vandana Ahuja	Digital Marketing	Oxford University Press	2016 / 1st
4	Puneet Singh Bhatia	Fundamentals of Digital Marketing	Pearson	2017 / 1st
5	Mary Lou Roberts, Debra Zahay	Internet Marketing: Integrating Online & Offline Strategies	Cengage	2012 / 3rd
6	Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, MaryLou Roberts	Social Media Marketing: A Strategic Approach	Cengage	2016 / 2nd
7	Jerri L. Ledford	Search Engine Optimization Bible	Pearson	2009/2nd

**Suggested Specification table with Marks (Theory): (For BVOC only)**

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Syllabus for Bachelor of Vocation (B.Voc), 5<sup>th</sup> Semester**

**Branch: Sales & Marketing Management**

**Subject Name: Digital & Social Media Marketing**

**Subject Code: 1152202**

**Course Outcomes:**

<b>Sr. No.</b>	<b>CO Statement</b>	<b>Marks % Weightage</b>
CO-1	Evaluate and apply key concepts related to digital marketing including consumer behavior, online marketing communications, and social media marketing.	20%
CO-2	Measure the effectiveness of Search Engine Optimization including digital marketing	30%
CO-3	Evaluate the impact of social media on social groups and sub-cultural groups	25%
CO-4	Apply key Concepts to Social media marketing and also Discuss and debate the security, content and ethicality issues associated with digital and social media platforms	25%