



**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**Syllabus for Bachelor of Vocation (B.Voc), 5<sup>th</sup> Semester**  
**Branch: Sales & Marketing Management**  
**Subject Name (On Job Training Elective): Online Marketing**  
**Subject Code: 1152208**

**Teaching and Examination Scheme:**

Teaching Scheme			Credit	Examination Marks				Total Marks
L	T	P		C	Theory Marks		Practical Marks	
			ESE (E)		PA (M)	ESE (V)	PA (I)	
0	0	15	15	0	0	100	100	200

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

**Content:**

Sr. No.	Content	Hrs.	Module % Weightage
1	<ul style="list-style-type: none"> <li>Online marketing concepts and introduction.</li> <li>Concept and evolution of E-Commerce.</li> <li>Different methods of online marketing.</li> </ul>	50	25%
2	<ul style="list-style-type: none"> <li>E-Marketing in business.</li> <li>Advertising and product displays on internet.</li> <li>Overview of Mobile Commerce (M-Commerce)</li> <li>Components of mobile commerce, mobile- Apps. etc.</li> </ul>	50	25%
3	<ul style="list-style-type: none"> <li>Electronic Payment System</li> <li>Features of E – Payment system</li> <li>Types of E- Payment system: E-Cash, E-Wallets, E-Cheques , credit Cards, debits cards, smart cards etc.</li> </ul>	50	25%
4	<ul style="list-style-type: none"> <li>Security aspects in E-Commerce</li> <li>Types of E – Commerce threats</li> <li>Security tools&amp; risk management approaches.</li> </ul>	50	25%
<b>Total</b>		<b>200</b>	

**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

**Course Outcomes:**

Sr. No.	CO Statement	Marks % Weightage
CO-1	Students will learn basic concepts of Online marketing	25%
CO-2	Students will understand E – Marketing & M – Commerce	25%
CO-3	Students can learn E – Payment system	25%
CO-4	Students will know E – Commerce Risk Management approaches	25%