



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Diploma in Engineering

Level: Diploma

Branch: Computer Engineering / Computer Science & Engi. / Information Technology / Electronics & Communication Engineering / Information & Communication Technology

Subject Code : DI0400091

Subject Name : Digital Marketing & Ecommerce

W.E. F. Academic Year:	2025-26
Semester:	4 th
Category of the Course:	MOPEC-01

Prerequisite:	Basic computer literacy, Logical Thinking and Basic Mathematics
Rationale:	Digital Marketing & E-Commerce is essential for modern computer engineers, providing an understanding of online business models, digital consumer behavior, and tools for promoting products and services in the digital space. This subject build awareness of e-commerce platforms, search engine optimization, online advertising, social media, and analytics, equipping students to align technical skills with real-world business applications.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Differentiate between traditional and digital marketing, identify key channels, and evaluate the role of AI tools in digital marketing practices.	Understand
02	Describe various e-commerce business models, demonstrate the setup of a basic online store, and implement simple payment systems for online transactions.	Understand/ Apply
03	Apply basic SEO techniques, design simple Google Ads campaigns, and analyze their effectiveness using key performance metrics.	Apply
04	Develop business profiles, create a content calendar, plan social media campaigns, and design effective email marketing strategies	Apply
05	Interpret website analytics, evaluate emerging digital marketing technologies, and recognize ethical and legal issues in online marketing.	Understand

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2) C	Assessment Pattern and Marks				Total Marks
L	T	PR		Theory		Tutorial / Practical		
				ESE (E)	PA (M)	PA (I)	ESE (V)	
3	0	0	3	70	30	0	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Digital Marketing: Overview of Digital Marketing: Traditional vs Digital Marketing: Key Differences, Advantages & Limitations, Digital Marketing Channels & Platforms: Search, Social, Email, Mobile, Website, Organic vs Paid Digital Marketing. AI Tools in Digital Marketing: ChatGPT, CanvaAI, Grammarly, Google Gemini, Copy.ai	06	15
2.	Basics of E-Commerce and digital Platforms: Introduction to E-Commerce: Buying and selling online, e.g., Amazon, Flipkart. Business Models: B2C, B2B, Drop-shipping Setting Up an E-Commerce Store: Introduction to platforms like Shopify and WooCommerce (simple setup steps using free trials). Payment Systems: Overview: Common methods like debit/credit cards, UPI, and digital wallets (e.g., Paytm). Simple payment tools: Payment gateways (e.g., Razorpay), QR codes, and tap-and-pay basics. Case Studies: How small businesses (e.g., a local tech startup) use e-commerce platforms?	11	24
3.	Search & Display Marketing: Search Engine Basics: How search engines like Google work, ranking of websites. SEO Overview: Making websites easy to find on Google. Simple SEO techniques Online Ads (Google Ads): Creating simple ads, Measuring ad success: Basic metrics like clicks and views. Case studies: Simple SEO and ads (e.g., how a local store uses Google). Emerging Trends: New tools like voice search (e.g., asking Google Home about products).	11	24
4.	Social Media, Content & Email Marketing:	10	22



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	<p>Role of social media in Marketing: Social Media Marketing (SMM) vs Social Media Advertising, Major Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter/X) and Audience,</p> <p>Setting up Business Profiles: Social Media Content & Strategy, Types of Content (Blogs, Videos, Infographics, Reels/Shorts), Content Calendar Development,</p> <p>Social Media Advertising Concepts: Basics of Audience Targeting and Campaign Objectives,</p> <p>Email Marketing Fundamentals: Building Email Lists, Types of Emails (Newsletters, Promotional, Transactional), Best Practices for Email Content, Subject Lines, and Mobile Optimization.</p>		
5.	<p>Web Analytics, Emerging Trends & Ethics in Digital Marketing:</p> <p>Introduction to Web Analytics: Importance of data and Google Analytics basics. Dashboards & Metrics: Audience, Traffic Source, Conversions. Defining Goals and Tracking Website Performance.</p> <p>Emerging Trends in Digital Marketing: AI, Chatbots, AR/VR, Voice Search.</p> <p>Ethical and Legal Issues: Privacy, Consumer Protection, Data Security.</p>	07	15
	Total	45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
22	48	30	0	0	0

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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References/Suggested Learning Resources:

(a) Books:

1. Dave Chaffey & Fiona Ellis-Chadwick – Digital Marketing: Strategy, Implementation & Practice
2. Vandana Ahuja – Digital Marketing
3. Laudon & Traver – E-Commerce: Business, Technology, Society

(b) Open-source software and website:

1. Google Digital Garage
2. HubSpot Academy
3. Coursera / SWAYAM MOOCs
4. Google Analytics Help Center

(c) Suggested Activities for Students:

Overview of Digital Marketing

1. Prepare a chart comparing Traditional vs Digital Marketing with examples.
2. Identify and list 5 digital channels (social media, email, search, etc.) with real brand examples.
3. Group discussion: Advantages and disadvantages of Digital Marketing for small vs large businesses.
4. Case activity: Compare Organic vs Paid results on Google search for a chosen keyword.

Basics of E-Commerce and Digital Platforms

1. Visit Amazon/Flipkart and identify the business model (B2C, B2B, dropshipping).
2. Create a simple free trial store on Shopify/WooCommerce and add 1–2 demo products.
3. Activity: Demonstrate UPI payment or QR code payment in class using Paytm/Google Pay.
4. Case study presentation: How a local business in your city uses e-commerce.
5. Create a flowchart of online order process (Product selection → Cart → Payment → Delivery).

Search & Display Marketing

1. Perform a Google search and identify SEO results vs Ads results.
2. Activity: Write a simple SEO-friendly page title & description for a gadget store website.
3. Use Google Keyword Planner (free tool) to find keywords for a product (e.g., “best mobile under 10,000”).
4. Draft a sample Google Ad text (Headline + Description + URL).
5. Case study: Analyze a local business website – is it SEO-friendly? Suggest 2–3 improvements.



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Content & Email Marketing

1. Set up a **demo business profile** on Facebook/Instagram (students can use a project idea).
2. Develop a **one-week content calendar** with posts, reels, or infographics for a business page.
3. Group activity: **Create an infographic or reel** promoting a product/service using Canva.
4. Compare **organic post reach vs paid ad reach** using sample screenshots.
5. Draft a **newsletter email** with subject line, content, and call-to-action.

Web Analytics, Emerging Trends & Ethics

1. Use a **Google Analytics demo account** (available online) and explore the dashboard (Audience/Traffic).
2. Activity: Define a **simple campaign goal** (e.g., 100 visitors in a week) and track possible strategies.
3. Case discussion: **How AI or Chatbots are changing digital marketing.**
4. Debate: **Is targeted advertising ethical?** (privacy vs personalization).
5. Prepare a **poster on future trends in Digital Marketing** (AR/VR, Voice Search, AI).
