



# GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM01076021

Course / Subject Name : Fundamentals of Digital Marketing

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Course (CC)

<b>Prerequisite:</b>	NA
<b>Rationale:</b>	In today's digital-centric landscape, the Fundamentals of Digital Marketing subject is indispensable for equipping students with essential skills and knowledge to thrive in the evolving business environment. This subject provides a comprehensive understanding of digital marketing strategies, tools, and platforms crucial for effectively reaching and engaging target audiences online. By emphasizing concepts such as data analytics, social media marketing, search engine optimization, and content marketing, it empowers students to navigate the complexities of digital marketing, enabling them to drive business growth, enhance brand visibility, and adapt to changing consumer behaviors and technological advancements.

## Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
CO1	Understanding of the core principles of digital marketing
CO2	Examine the traditional marketing mix within the context of a changing digital strategies and tactics
CO3	Apply underlying business and marketing concepts to understand digital marketing strategy

\*Revised Bloom's Taxonomy (RBT)

## Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	0	50	100



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## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<b>Introduction to Marketing in the Digital Environment</b> <ul style="list-style-type: none"><li>• Key Concepts of Digital Marketing</li><li>• Traditional v. Digital Marketing</li><li>• Types of Digital Marketing</li><li>• Characteristics of Digital Marketing</li><li>• Implications of Digital Marketing</li><li>• The Opportunity of Digital Marketing</li><li>• The need for Digital Engagement</li></ul>	15	18
2.	<b>Online Marketing Mix</b> <ul style="list-style-type: none"><li>• E-Product</li><li>• E-Place</li><li>• E-Price</li><li>• E-Promotion</li><li>• E- Public Relation</li></ul>	15	15
3.	<b>Online Consumer Behavior</b> <ul style="list-style-type: none"><li>• Types of Online Behavior</li><li>• Behavior Targeting v/s Contextual Targeting</li><li>• Cultural Implications of Key Web Characteristics</li><li>• Social and Ethical Issues</li><li>• CRM</li><li>• Web 2.0 and Marketing</li></ul>	15	17
4.	Application Based: Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva	15	-
	<b>Total Hours/Marks:</b>	<b>60</b>	<b>50</b>

## Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	15	00	07	04	02	00	00	13
II	Module-2	15	00	08	04	04	04	00	20



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III	Module-3	15	00	00	07	06	04	00	17
	Total	45	00	15	15	12	08	00	50

\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

## References/Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Fundamentals of Digital marketing	Punit Bhatia	Pearson
2	Vandana Ahuja	Digital marketing	Oxford

## Presentation techniques:

- Case Study
- Assignment
- Presentation
- Quiz
- Group Discussion
- Viva

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