



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM01076041

Course / Subject Name : Search Engine Marketing

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

Prerequisite:	NA
Rationale:	The rationale for Search Engine Marketing (SEM) is grounded in its pivotal role in digital marketing strategies, offering businesses unparalleled opportunities to connect with potential customers and drive conversions. SEM encompasses various paid advertising techniques, notably pay-per-click (PPC) advertising, which allows advertisers to bid on keywords relevant to their target audience. By mastering SEM, students learn to create targeted ads, optimize ad campaigns, and analyze performance metrics to maximize ROI. SEM empowers individuals to reach highly motivated users actively searching for products or services, effectively boosting brand visibility, website traffic, and sales in a competitive online landscape.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
CO1	To understand key marketing concepts, including customer needs, marketing orientations, and the elements of the marketing mix.
CO2	To apply Web pages designed to be easily crawled and optimally indexed by search engines.
CO3	To analyze Pay-Per-Click (PPC) Campaigns

*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	50	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Understanding Search Engine Marketing / PPC <ul style="list-style-type: none">• Strategy and Search Marketing• Introduction to PPC• Synergies between Paid and Organic Search• Components of a Successful PPC Campaign• Nature of PPC• Understanding Search and PPC• Ads on Google Content Network	18	20
2.	Designing PPC <ul style="list-style-type: none">• Strategy & PPC• PPC Planning• Keyword Research and PPC Planning• Understanding Keywords and Match type• Creating the Campaign Structure• AdWords Editor	15	18
3.	Optimizing PPC Performance <ul style="list-style-type: none">• Design Effective Landing Pages• Analyzing and Improving Performace	7	12
4.	Application Based: Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva	20	-
	Total Hours/Marks:	60	50

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	18	00	07	07	00	00	00	14
II	Module-2	15	00	05	07	08	00	00	20
III	Module-3	07	00	00	07	05	04	00	16



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Total	40	00	12	21	13	04	00	50
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*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	Digital Marketing	Seema Gupta	Mc-Graw Hill
2	The Art of Digital Marketing	Ian Dodson	Wiley

Suggested Activities for Students, if any:

Presentation techniques:

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

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