



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM02076011

Course / Subject Name : Content & E-mail Marketing

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course (CC)

Prerequisite:	NA
Rationale:	The rationale for Content & Email Marketing lies in their pivotal roles as powerful tools for cultivating relationships with customers, nurturing leads, and driving conversions. Content Marketing focuses on creating valuable, relevant, and engaging content to attract and retain a target audience, positioning brands as authoritative sources within their industries. Email Marketing, on the other hand, facilitates direct communication with prospects and customers, delivering personalized messages and offers tailored to their interests and preferences. By integrating Content & Email Marketing strategies, businesses can deliver timely, compelling content directly to their audience's inbox, fostering engagement, brand loyalty, and ultimately, driving revenue growth. These interconnected disciplines empower marketers to deliver targeted, impactful messaging across multiple touch points, effectively nurturing leads through the sales funnel and maximizing customer lifetime value.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
CO1	To understand of fundamental aspects of E-mail Marketing	
CO2	To apply Increasing audience engagement through content marketing	
CO3	To analyze an effective email marketing campaign	

*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.	E-mail Etiquettes: <ul style="list-style-type: none">E-mail Etiquettes for Professional CommunicationsEmail Etiquettes: Points To Consider Effective Web Content Writing: <ul style="list-style-type: none">Characteristics of effective web contentStructure content for a web audienceDefine key messages, goals and audience(s) for web communications	12	15
2.	E-mail Marketing Concepts: <ul style="list-style-type: none">Overview of Email MarketingEmail Structure and Effective Email Content E-mail Marketing to Build Consumer and Business Relationships <ul style="list-style-type: none">Permission Email marketingTypes of EmailsDeveloping an Email CampaignTargeting, Personalization and Customization	12	15
3.	Contemporary Issues in E-Mail Marketing <ul style="list-style-type: none">Campaign ProcessOnline Data CaptureOffline Data CaptureSegmentationEmail DeliveryEmail SystemsFilteringSchedulingSplit TestingEthical & Legal Issues	16	20
4.	Application: Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva / Practical write content and send bulk email	20	-
	Total Hours/Marks:	60	50

Suggested Specification Table with Marks (Theory):



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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	12	00	08	08	00	00	00	16
II	Module-2	12	00	03	05	06	00	00	14
III	Module-3	16	00	04	07	05	04	00	20
	Total	40	00	15	20	11	04	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	Digital Marketing	Seema Gupta	Mc-Graw Hill
2	The Art of Digital Marketing	Ian Dodson	Wiley

Suggested Activities for Students:

Presentation techniques:

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

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