



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Information Technology

Course / Subject Code: MB03096041

Course / Subject Name: Advanced Digital Marketing

w. e. f. Academic Year:	2025-2026
Semester:	3
Category of the Course:	Interdisciplinary Elective (Minor 1)

Prerequisite:	Any Graduate
Rationale:	The digital revolution demands that marketers shift from traditional methods to digital-first strategies. This course builds a strong foundation starting from classical marketing to current digital tactics. Students will gain actionable skills to plan, execute, and measure digital marketing efforts.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the transformation from traditional to digital marketing.	Understand
02	Apply digital tools like SEO, SEM, and social media for marketing.	Understand
03	Create content strategies for different platforms.	Apply
04	Analyze and optimize digital marketing campaigns.	Apply
05	Integrate e-commerce and upcoming technologies into marketing plans.	Understand

*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)	
3	0	0	3	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Foundations of Marketing and Digital Marketing <ul style="list-style-type: none">Core marketing concepts: Needs, Wants, Demands, Segmentation	12	25



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Information Technology

Course / Subject Code: MB03096041

Course / Subject Name: Advanced Digital Marketing

	<ul style="list-style-type: none"> • Introduction to Digital Marketing • Evolution and growth of digital marketing • Traditional vs Digital Marketing • Digital consumer behaviour 		
2.	Website Planning, SEO, and SEM <ul style="list-style-type: none"> • Website structure and User Experience (UX) basics • Importance of websites in marketing • Introduction to SEO: On-page and Off-page techniques • Introduction to SEM and Paid advertising 	10	25
3.	Social Media and Content Marketing <ul style="list-style-type: none"> • Social Media platforms: Facebook, Instagram, LinkedIn, Twitter • Creating social media strategies and calendars • Influencer marketing • Content Marketing: Blogging, Video, Podcasting • Storytelling and Visual Content 	13	25
4.	Email, Mobile Marketing, and Automation <ul style="list-style-type: none"> • Email marketing strategies and tools • Personalization and automation in email • Mobile marketing: SMS, App-based marketing • Marketing automation basics Digital Analytics, E-commerce, and Future Trends <ul style="list-style-type: none"> • Google Analytics fundamentals • Measuring KPIs and ROIs • E-commerce marketing strategies • Trends: AI, Chatbots, AR/VR in marketing • Ethical and Legal Issues in Digital Marketing 	10	25
5.	Class Activity: <ul style="list-style-type: none"> • Design a marketing plan using needs, wants, and segmentation. • Compare traditional and digital marketing strategies. • Analyze digital consumer behaviour. • Create a user-friendly website structure focusing on UX. • Conduct an SEO audit and apply on-page and off-page SEO techniques. • Design an SEM ad campaign with targeted keywords. • Develop a social media strategy and content calendar. • Plan an influencer marketing campaign. • Create content (blog, video, podcast) aligned with brand messaging. 	--	--



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Information Technology

Course / Subject Code: MB03096041

Course / Subject Name: Advanced Digital Marketing

	<ul style="list-style-type: none">Design an email marketing campaign with personalization and automation.Create a mobile marketing strategy (SMS/app-based).Implement a marketing automation workflow.Analyze website data using Google Analytics and calculate ROI.Design an e-commerce marketing strategy.		
	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
10%	20%	25%	20%	15%	10%

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

References/Suggested Learning Resources:

(a) Books:

Sr. No.	Title	Author(s)	Publisher	Edition	Year
1	Software Testing and Continuous Quality Improvement	William E. Lewis	CRC Press	Third	2016
2	Software Testing: Principles, Techniques and Tools	M. G. Limaye	TMH	-	2017
3	Foundations of Software Testing	Dorothy Graham, Erik van Veenendaal, Isabel Evans, Rex Black	Cengage Learning	3rd	-
4	Software Testing: A Craftsman's Approach	Paul C. Jorgenson	CRC Press	4th	2017

(b) Open source software and website:

Selenium: <https://www.selenium.dev/>

Appium: <http://appium.io/>

Robot Framework: <https://robotframework.org/>

JMeter: <https://jmeter.apache.org/>

Gatling: <https://gatling.io/>



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: Information Technology

Course / Subject Code: MB03096041

Course / Subject Name: Advanced Digital Marketing

Jenkins: <https://www.jenkins.io/>

Travis CI: <https://travis-ci.org/>

Redmine: <https://www.redmine.org/>

JIRA: <https://www.atlassian.com/software/jira>

SonarQube: <https://www.sonarqube.org/>

Checkstyle: <https://checkstyle.sourceforge.io/>

CO- PO Mapping:

Semester 3	Course Name : Advanced Digital Marketing				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	2	3
CO2	3	3	2	2	3
CO3	2	2	3	2	3
CO4	3	3	3	3	3
CO5	3	3	3	3	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
