

<b>Programme</b>	B. Sc. (CA & IT) Honours			<b>Branch</b>	Computer Applications				
<b>Semester</b>	VI			<b>Version</b>	1.0.0.0				
<b>Effective from Academic Year</b>			2026-27	<b>Effective for the batch Admitted in</b>			June 2024		
<b>Subject code</b>	U16A3DM		<b>Subject Name</b>		DIGITAL MARKETING & SEO				
<b>Teaching scheme</b>					<b>Examination scheme(Marks)</b>				
<b>(Per week)</b>	<b>Lecture (DT)</b>		<b>Practical (Lab.)</b>		<b>Total</b>		<b>CCE</b>	<b>SEE</b>	<b>Total</b>
	L	TU	P	TW					
Credit	2	-	2	-	4	Theory	50	50	100
Hours	2	-	4	-	6				

**Objective:**

This subject aims to introduce key digital marketing strategies and SEO techniques to improve online visibility. It focuses on building practical skills in optimizing websites and analyzing digital campaigns for better performance.

**Pre-requisites:**

Basic understanding of the internet, familiarity with web browsing and social media platforms, and fundamental computer skills.

**Learning Outcome:**

Name of CO	Description
CO1	Learn the fundamentals of organic digital marketing strategies.
CO2	Understand and apply paid advertising strategies using Meta and Google Ads platforms for different objectives.
CO3	Cover the core concepts of SEO, including search engine functionality, optimization techniques & tools.
CO4	Gain practical knowledge of on-page and off-page SEO techniques to improve website visibility, usability, and search engine rankings.
CO5	Explore the use of web analytics and SEO tools to track ROI, analyze traffic sources.

**Mapping of CO and PO:**

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	1	2	1	1	2	1	2	1	1
CO2	3	1	1	2	1	2	1	2	2	3	2	1
CO3	3	1	1	2	1	1	1	2	1	2	1	2
CO4	1	1	1	1	1	1	1	2	2	1	3	3
CO5	3	1	1	2	2	2	1	2	2	2	2	2

**Content:**

Unit	Content	Hrs.
1	<b>Digital Marketing (Organic):</b> Introduction to Digital Marketing (What, why, how?), Landing Page, Email Marketing, Social Media Platforms, Content Marketing (Blog, YouTube), Affiliate Marketing, E-commerce Marketing.	06
2	<b>Paid Digital Marketing Platforms:</b> Meta Platform (Brand Awareness, Traffic, Engagement, App Install, Video Views, Lead Generation Ads.), Google Ads (Search Ads, Display Ads, Video Ads, Shopping Ads, App Promotion Ads).	06
3	<b>Basics of SEO:</b> Domain, Search Engines, How Search Engine works, Search Engine Algorithms, Introduction of SEO, Types of SEO Techniques, Google Search Console, Search Engine Guidelines, SEO Audit Report, Domain/Page Authority.	06

4	<b>On Page/Off Page SEO:</b> Title Tag, Meta Description, URL Structure, Header Tags, Content Quality, Image Optimization, Internal Linking, External Linking, Mobile-Friendliness, Page Speed Optimization, Canonical Tags, Robots.txt, SSL Certification, Backlink Building, Social Media Engagement, Guest Blogging, Directory Submission, Local Business Listings, Site Map.	06
5	<b>Analytics &amp; Tools:</b> Web analytics, Introduction to Google Analytics (GA4), Free SEO Tools, ROI and Campaign Tracking, Understanding Traffic Sources and User Behavior.	06
<b>Practical Content:</b>		
List of programs specify by subject teacher based on above mention topics.		
<b>Reference Books:</b>		
1	Digital Marketing, Seema Gupta, McGraw Hill Education, 2nd Edition, Single Volume, ISBN: 9789354600088.	
2	Fundamentals of Digital Marketing, Puneet Singh Bhatia, Pearson Education India, 2nd Edition, Single Volume, ISBN: 9789390491401.	
3	Digital Marketing: Strategy, Implementation & Practice, Kavita Sharma, Himalaya Publishing House, 1st Edition, Single Volume, ISBN: 9789353810495.	
4	The Art of SEO: Mastering Search Engine Optimization, Eric Enge, Stephan Spencer, Jessie Stricchiola, O'Reilly Media, 4th Edition, Volume: Comprehensive.	
5	Search Engine Optimization: For Beginners and Professionals, Dr. Amit Bhattacharya, BPB Publications, First Volume	
<b>Web Reference:</b>		
1	<a href="http://www.backlinko.com">www.backlinko.com</a>	
2	<a href="http://www.neilpatel.com">www.neilpatel.com</a>	
3	<a href="http://www.moz.com">www.moz.com</a>	
4	<a href="http://www.youtube.com/@wscubetech/videos">www.youtube.com/@wscubetech/videos</a>	
<b>MOOC/Certificate Course:</b>		
1	<a href="http://www.grow.google/intl/uk/courses-and-tools/">www.grow.google/intl/uk/courses-and-tools/</a>	
2	<a href="http://www.simplilearn.com/free-digital-marketing-basics-course-skillup">www.simplilearn.com/free-digital-marketing-basics-course-skillup</a>	
3	<a href="http://www.coursera.org/courses">www.coursera.org/courses</a>	
4	<a href="http://www.academy.hubspot.com/courses/digital-marketing">www.academy.hubspot.com/courses/digital-marketing</a>	
5	<a href="http://www.skillindiadigital.gov.in/courses/detail">www.skillindiadigital.gov.in/courses/detail</a>	
<b>Question Paper Scheme:</b>		
<p><b>End Semester Examination Duration:</b> (2 Hours Theory Examination)</p> <p><b>Note for Examiner: -</b>  Q-1 Any Five out of Seven (25 Marks)  Q-2 Any Two out of Three (06 Marks)  Q-3 Mandatory question (05 Marks)  Q-4 Any Two out of Three (08 Marks)  Q-5 Any Two out of Three(06 Marks)</p> <p>*The question paper must comprehensively address all Course Outcomes (COs), align with Bloom's Taxonomy levels, and ensure complete syllabus coverage.</p>		