



Ganpat University
॥ विद्यया समाजोत्कर्षः ॥

Faculty of
Computer Applications



Programme		B. Sc. Honours (CA & IT)				Branch	Computer Applications		
Semester		V				Version	1.0.0.0		
Effective from Academic Year				2026-27		Effective for the batch Admitted in		June 2024	
Subject code		U15A2DMM		Subject Name		DIGITAL MEDIA MARKETING			
Teaching scheme						Examination scheme(Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CCE	SEE	Total
	L	TU	P	TW					
Credit	2	-	2	-	4	Theory	50	50	100
Hours	2	-	4	-	6				

Objective:

To equip students with the knowledge and practical skills required to plan, implement, and evaluate digital marketing strategies using modern digital platforms and tools.

Pre-requisites:

Basic knowledge of Internet and Social media platforms.

Learning Outcome:

Name of CO	Description
CO1	To Understand the concepts of Digital Media Marketing.
CO2	Analyze and implement the techniques of SMM in Business.
CO3	Optimize & Execute Paid Campaigns for different objectives.
CO4	Design and develop Email Templates for different business.
CO5	Measure the ROI of different campaigns.

Mapping of CO and PO:

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

Content:

Unit	Content	Hrs.
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1	Introduction to Digital Media Marketing: Introduction, Traditional Marketing vs Digital Marketing, Ways of Digital Marketing, Benefits and Challenges of Digital Marketing, Local Listing (GMB), Role of AI platforms in Digital Marketing., Landing Page Development	06
2	Social Media Marketing & Content Creation: Introduction, Different Social Media Platforms, Importance of SMM, Social Media Content Calendar Planning, Business Page Creation, Account Integration, Role of AI in SMM.	06
3	Paid Advertising: Introduction to Online Advertising, Meta (Facebook & Instagram) Ads, Campaign Objectives and Audience Targeting, Budget Planning and Bidding Strategies, Types of Meta Ads, ROI, Google Ads Overview, Types of Google Ads., Marketing Automation.	06

4	Email Marketing: Introduction, Importance, Free Email Marketing Tools & Features, Build and Manage Email subscriber lists, professional email campaigns, Design responsive email templates.	06
5	Analytics: Introduction to Google Analytics, Website Traffic Analysis, Campaign Performance Measurement, Digital Marketing Case Studies, Future Trends in AI-Driven Marketing.	06

Practical Content:

List of programs specified by subject teacher based on the above-mentioned topics.

Reference Books:

1	Digital Marketing by Seema Gupta – McGraw Hill Education India, Third Edition.
2	Digital Marketing by Puneet Singh Bhatia – Pearson India Education Services, Second Edition.
3	Digital Marketing by Vandana Ahuja – Oxford University Press India, First Edition.
4	Internet Marketing: A Practical Approach by Alan Charlesworth & Rajkumar Venkatesan – Himalaya Publishing House, Indian Edition.
5	Digital Marketing by S. Shyam Sundar – Notion Press, First Edition.

Web Reference:

1	www.grow.google/grow-your-career
2	www.geeksforgeeks.org/blogs/what-is-digital-marketing/
3	www.semrush.com/blog/digital-marketing/

MOOC/Certificate Course:

1	www.skillindiadigital.gov.in/courses
2	www.academy.hubspot.com/courses/digital-marketing
3	www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce
4	www.skillshop.withgoogle.com

Question Paper Scheme:

End Semester Examination Duration: (2 Hours Theory Examination)

Note for Examiner: -

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)

*The question paper must comprehensively address all Course Outcomes (COs), align with Bloom's Taxonomy levels, and ensure complete syllabus coverage.