

MAR AUGUSTHINOSE COLLEGE RAMAPURAM



DEPARTMENT OF COMMERCE

Scheme and Syllabus of
Value Added Course
2020

MAVAC014 DIGITAL MARKETING

BOARD OF STUDIES (BoS)

Chairman- Mr. Sumesh C.N (Asst. prof. Department of Commerce)

Members- Mr. Siju Mathew (Asst. prof. Department of Commerce)

Ms. Annmary John (Asst. prof. Department of Commerce)

Mr. Jithin Robin (Asst. prof. Department of Commerce)

INTRODUCTION

The Value-Added Courses aims to provide additional learner centric graded skill oriented technical training, with the primary objective of improving the employability skills of students

AIM OF THE PROGRAMME

Understanding various aspects of the subject and acquiring methodological knowledge of them. Application of this knowledge in a suitable manner in required fields.

ELIGIBILITY FOR ADMISSIONS

All UG and PG students from various departments of the college. The number of intakes to the course is limited. The course can be offered only if there are at least 5 students opting for it.

MEDIUM OF INSTRUCTION: English.

DURATION OF THE COURSE

The duration of value-added course is 30 hours (including the hours of final examination) of which 15hrs theory and 15hrs for laboratory/demonstration/experimental activities and the course can have a maximum of three hours a day.

The value-added courses will be offered beyond the usual class hours and days of the college. The value-added course will be a blend of theory classes / experimental learning / project-based learning / assignments / activity-based learning.

COURSE OBJECTIVES

Today, acquiring a certificate in digital marketing will not only boost one's credibility but will also keep one updated with the current trend offering the following benefits:

- Exploring the emerging tools offered by the internet.
- Accessing the realm of social media
- Designing tools to enhance online consumer experiences.

- Integrating digital marketing with traditional marketing efforts.
- Gaining knowledge on Internet Marketing and increasing job opportunities

COURSE OUTCOMES (Cos)

On successful completion of the course students will be able to:

1. Analyze the confluence of marketing, operations, and human resources in real-time delivery.
2. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
3. Explain emerging trends in digital marketing and to assess critically the use of digital marketing tools by applying relevant marketing theories and frameworks.
4. Investigate and evaluate issues in adapting to globalized markets that are constantly changing and increasingly networked.
5. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

EVALUATION

1. The value-added courses shall be evaluated through an examination at the end of the course.
2. The duration of examination is two hours.
3. The total marks of the examination shall be 100

Components of Evaluation	Marks
Attendance	10
Assignment / Seminar	10
Project & Viva	30 (20+10)
External Examination	50
Total	100

Pattern of questions Paper

Sl. No.	Pattern	Marks	Choice of questions	Total marks
1	Short Answer/problem type	2	5/7	10
2	Short essay/problem	5	4/6	20
3	Essay/problem	10	2/4	20
Total				50

4. A committee consisting of the Head of the Department, the course coordinator and a senior faculty member nominated by the Head of the department shall monitor the evaluation process.
5. The list of students along with the marks and the grades earned may be forwarded to the Principal/Chief Superintendent of Examinations.
6. The Dept. course coordinator is responsible for maintaining and processing the record with regard to the course, assessment marks and results.
7. Certificates will be issued to those students with 75% attendance, timely submission of assignment and project and a minimum of 40% marks in the qualifying examination.

Grading Pattern

Grades are given **on a 7-point scale** based on the total percentage of marks, (*ISA+ESA*) as given below: -

Percentage of Marks	Grade
95 and above	S Outstanding
85 to below 95	A⁺ Excellent
75 to below 85	A Very Good
65 to below 75	B⁺ Good
55 to below 65	B Above Average
45 to below 55	C Satisfactory
35 to below 45	D Pass
below 35	F Failure
Absent	Ab

SYLLABUS

Course Code MAVAC014

DIGITAL MARKETING

Total hours of instruction: 30 Hours

MODULE 1

(8 Hrs.)

Meaning – Definition – Features – Objectives – Difference between traditional marketing and digital marketing - Content marketing – Search Engine Marketing (SEM) – Search Engine Optimization (SEO)

MODULE 2

(8 Hrs.)

Web analytics – Customer Relationship Management (CRM) - Social media marketing – E-Mail marketing – Video marketing

MODULE 3

(10 Hrs.)

Link building – Copyrighting skills – Advertising experience - Industry knowledge –
Practical training – Tips for digital marketing Job