



एस० एम० कॉलेज
चन्दासी

टेली फ़ैक्स : 05921-252516

E.Mail : smcollegechd@gmail.com
visit us : smcollegechandausi.com

पत्रांक : SMC/532/2021-22

दिनांक : 03.03.2022

सेवा में,

कुलसचिव महोदय,
एम०जे०पी० रुहेलखण्ड, विश्वविद्यालय,
बरेली, उ०प्र०।

विषय: नवीन शिक्षा नीति-2020 के अनुपालन में महाविद्यालय द्वारा तैयार किया गया एवं संचालित व्यावसायिक पाठ्यक्रम के सन्दर्भ में।

महोदय,

सूच्य है कि नवीन शिक्षा नीति-2020 के अन्तर्गत सत्र 2021-22 से प्रथम वर्ष में प्रवेश लेने वाले प्रत्येक विद्यार्थी को एक व्यावसायिक कोर्स आवंटित किये जाने हेतु निर्देशित किया गया था।

उक्त के अनुपालन में विद्यार्थियों के आवंटित विषयों के पाठ्यक्रम दिनांक 20.11.2021 को अनुमोदन हेतु विश्वविद्यालय में प्रस्तुत किये गये थे जिस पर विश्वविद्यालय द्वारा मौखिक रूप से कतिपय संशोधन किये जाने की अपेक्षा की गई थी।

आपकी अपेक्षा अनुरूप इन पाठ्यक्रमों में संशोधन कर दिये गये हैं। संशोधित पाठ्यक्रम संलग्न सूची-1 के अनुसार विश्वविद्यालय प्रेषित है।

आपसे विनम्र निवेदन है कि संलग्न व्यावसायिक कोर्स के पाठ्यक्रमों को अनुमोदित कर आवश्यक कार्यवाही पूर्ण कर अवगत कराने की कृपा करें।

धन्यवाद!

संलग्नक: उपरोक्तानुसार।

(डॉ० हेमन्त कुमार)
Principal
S. M. College
Chandausi

(डॉ० प्रवीण कुमार)
समन्वयक- वोकेशनल/स्किल सेल
मो० नं०- 9760480884

Sh. S.K. Pandey / A.K. Adani
कुलसचिव



Mahatma Jyotiba Phule Rohilkhand University, Bareilly

महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली

A State University - Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified



Syllabus for Skill development / Vocational course)

Course Title: Digital Marketing

Title of course-		Digital Marketing
Nodal Department of HEI to run course		Commerce and Business Administration department
Broad Area/Sector-		Management, startups, Business
Sub Sector-		Small scale marketing
Nature of course - Independent / Progressive		Progressive
Name of suggestive Sector Skill Council		Commerce
Alienated NSQF level		IV
Expected fees of the course -Free/Paid		As per decided by skill partner
Stipend to student expected from industry	
Number of Seats-.....	
Course Code-.....		Credits- 24 (8 Theory, 16 Practical)
Max Marks..... Minimum Marks...		Max Marks...300..... Minimum Marks... 115
Name of proposed skill Partner (Please specify, Name of industry, company etc for Practical /training/ internship/OJT		
Job prospects-Expected Fields of Occupation where student will be able to get job after completing this course in (Please specify name/type of industry, company etc.)		
Suggested Readings: Mentioned in the syllabus		
Suggested Digital platforms/ web links for reading- Mentioned in the syllabus		
Suggested OJT/ Internship/ Training/ Skill partner- Mentioned in the syllabus		
Suggested Continuous Evaluation Methods: Mentioned in the syllabus		
Course Pre-requisites:		
<ul style="list-style-type: none"> No pre-requisite required, open to all To study this course, a student must have the subject Commerce Bioscience & Arts... in class/12th/ certificate/diploma. If progressive, to study this course a student must have passed previous courses of this series. 		
Suggested equivalent online courses: Mentioned in the syllabus		
Any remarks/ suggestions: Required proper infrastructure, funds for operation and support from authority for understanding the need of course.		
Notes:		
<ul style="list-style-type: none"> Number of units in Theory/Practical may vary as per need Total credits/semester-6 (it can be more credits, but students will get only 6credit/ semester or 12credits/ year Credits for Theory =02 (Teaching Hours = 30) Credits for project= 01 Credits for Assignment = 01 Credits for Internship/OJT/Training/Practical = 02 (Training Hours = 60) 		

CSO प्रवीण कुमार
हेलोसियेट प्रोफेसर/सहपाठक
काशी प्रेम चन्द्र
एमएम कॉलेज
चण्डी

Dr

Dr
Prabir

Principal
S. M. College
Chandausi



Mahatma Jyotiba Phule Rohilkhand University, Bareilly

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Semester Wise Title of The Papers in Digital Marketing

Year	Semester	Paper no.	Course code	Paper title	Theory/ Practical	Credit
1	I	1		Introduction to Digital Marketing	Theory Practical	2 4
1	II	2		Marketing Management in Digital Age	Theory Practical	2 4
2	III	3		Digital Marketing Strategies and Methods	Theory Practical	2 4
2	IV	4		Soft Skills in Digital Era	Theory Practical	2 4
2 YEARS	4 SEM					24 CREDIT

Name	Designation	Affiliation
Steering Committee		
Prof P.B. Singh	Professor	Dept. of Business Administration, MJP Ruhelkhand University, Bareilly
Dr Rakesh Kumar	Associate Professor	S.M. College, Chandausi

Syllabus Developed by:

S. No.	Name	Designation	Department	College/ University
1	Dr Praveen Kumar	Associate Professor	Commerce	S.M. College, Chandausi
2	Dr Pardeep Kumar	Assistant Professor	Commerce	S.M. College, Chandausi
3				

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Course Title: Digital Marketing Vocational course: Semester-1

Programme / Class: Certificate / Graduation		Year: First	Semester: First
Vocational Course:		(Elective)	
Course Code: MJPRU01023		Course Title: Digital Marketing	
Course outcomes: After completing this course a student will have:			
1-Ability to understand the concept of Digital Marketing along with the basic forms and norms of Digital Marketing.			
2- Ability to understand the terminologies associated with the field of Digital Marketing and control along with their relevance.			
3-Ability to identify the appropriate method and techniques of Digital Marketing for solving different problems.			
4-Ability to apply basic Digital Marketing principles to solve business and industry related issues and problems.			
5-Ability to understand the concept of Budgetary Control, Cash Flow Statement, Fund Flow Statement, Break Even Analysis etc.			
Paper Title		INTRODUCTION TO DIGITAL MARKETING	
Credits: 2		(Elective/Compulsory) - Compulsory	
Max. Marks: 25+75		Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-0			
Unit	Topics		No. of Lectures Total=30
I	Introduction of the digital marketing, Marketing- Meaning, Concepts, Definitions, Need & Importance, Scope, Components, Digital vs. Real Marketing, Digital Marketing Channels, Creating initial digital marketing plan, Content management, SWOT analysis, Target group analysis.		7
II	Web design, Optimization of Web sites, MS Expression Web, Creating web sites, SEO Optimization, Writing the SEO content, Writing the SEO content, Google Ad Words- creating accounts, Google Ad Words- types.		5
III	Introduction to CRM, CRM platform, CRM models, CRM strategy, Introduction to Web analytics, Web analytics – levels Digital Marketing Budgeting - resource planning, cost estimating, cost budgeting, cost control.		6
IV	Introduction of Social Media Marketing, Social Media Marketing plan, Face book Ads, Creating Facebook Ads, Ads Visibility, Business Opportunities and Instagram options, Optimization of Instagram profiles, Integrating Instagram with a Web Site and other social networks, Keeping up with posts		6
V	Creating business accounts on YouTube, YouTube Advertising, YouTube Analytics, E-mail marketing, E-mail marketing plan, E-mail marketing campaign analysis, Keeping up with conversions		6

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ABOUT SKILL PARTNER

Skill Partner may be any business organization, Cooperative Society, Not Profit Organization, Qualified Professionals, Trust, NGO, MNCs, Association of Individuals, Federation, Charity Organization, Chamber of Commerce, Federation of Industries, Technical or Professional Institutions, National or International Level Organization/Association Federation and like this pattern.

ABOUT EXAMINATION/EVALUATION

1-For Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern:

Class Test-I (Objective Questions) ----- (05 Marks)

Class Test-II (Descriptive Questions) ----- (05 Marks)

Class Test-III (Objective Questions) ----- (05 Marks)

Class Test-IV (Descriptive Questions) ----- (05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) ----- (05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

A- Theoretical Part -----TOTAL CREDIT-2

Internal by the Institution (ICE) -	25 Marks
College/Institution -	75 Marks
Total Maximum Marks-	100 Marks
Passing Marks-	10+25=35 Marks

B Practical/Skill Part -----TOTAL CREDIT-4

Assignment /Practical-	50 Marks-----CREDIT-1
Internship-	50 Marks-----CREDIT-1
Project -	50 Marks-----CREDIT-1
Survey Report-	50 Marks-----CREDIT-1
Total Maximum Marks-	200 Marks
Minimum Passing Marks-	80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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Suggested Readings:

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India
2. Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge
3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
4. Kapoor, Neeru. E-Marketing, Pinnacle learning
5. Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing:
4. Moving from Traditional to Digital. Pearson India
6. Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.

Suggested Continuous Evaluation Methods:

be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment (04 marks)

Class Test-I (Objective Questions) (04 marks)

Class Test-II (Descriptive Questions) (04 marks)

Class Test-III (Objective Questions) (04 marks)

Class Test-IV (Descriptive Questions) (04 marks)

Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities) (05 marks OR

INTERNAL ASSESSMENT (25 Marks): Two Mid Term Test and credit final score average of two midterm test..

Written Test - 10 marks

Attendance - 5 marks

Assignment/ Research Based Project - 10 marks

Research Orientation of the student.

Suggested Additional resources

- 1- Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation. • Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.
- 2- Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University Press Inc., New York.
- 3- Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.
- 4- Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson

Blog: -COMMERCE MASTER, LINK- <https://pkworldeducation.blogspot.com/?m=1>

Social Media FACEBOOK GROUP-"DR. PRAVEEN KUMAR CLASSES-SOLUTIONS OF ALL", LINK- <https://www.facebook.com/groups/1448502708810040/?ref=share>

Note- Latest edition of the textbooks should be used.



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Course Title: Digital Marketing
Vocational course: Semester-II

Programme / Class: Certificate / Graduation	Year: First	Semester: Second
Vocational Course:		(Elective)
Course Code: MJPRU01023	Course Title: Digital Marketing	
Course Description: As a result of the increasing globalization of markets and intensifying competition in many industries, the design and implementation of appropriate marketing strategies has become vitally important for the survival, growth and profitability of modern business organizations. In this course, we consider the tasks and responsibilities of senior executives in formulating and implementing marketing strategies and policies. Participants will find themselves in a managerial role, having to determine the overall direction the enterprise will take with respect to the markets or segments it has chosen to compete in, and its strategic relationships in the marketplace.		
Paper	MARKETING MANAGEMENT IN DIGITAL AGE	
Credits: 2	(Elective/Compulsory)- Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-0		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Information Technology, Application of Information Technology in Marketing Management,	5
II	Business Intelligence & Data Driven Marketing, Information Technology Revolution, The 'communication' revolution; benefits' of digital communications - digital tools and techniques – online and offline	5
III	Strategic Marketing Management, Need, Impact, Utility, etc of Information Technology in business, Impact and application of Digital Age marketing thought leaders	4
IV	Understanding customer behavior and motivations, Customer value choices, Customer Insight Managing the customer experience journey Value driven strategic marketing decisions:	6
V	Modern Trends, Tools, Technology, Techniques, etc in Marketing Management; E-Commerce, E-Business, Direct & Networking Marketing, E-Trading etc. Modern	10



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ABOUT EXAMINATION/EVALUATION

1-For Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern:

Class Test-I (Objective Questions) ----- (05 Marks)

Class Test-II (Descriptive Questions)----- (05 Marks)

Class Test-III (Objective Questions) ----- (05 Marks)

Class Test-IV (Descriptive Questions) ----- (05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) ----- (05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) -	25 Marks
College/Institution -	75 Marks
Total Maximum Marks-	100 Marks
Passing Marks-	10+25=35 Marks

Practical/Skill Part -----TOTAL CREDIT-4

Assignment /Practical-	50 Marks-----CREDIT-1
Internship-	50 Marks-----CREDIT-1
Project -	50 Marks-----CREDIT-1
Survey Report-	50 Marks-----CREDIT-1
Total Maximum Marks-	200 Marks
Minimum Passing Marks-	80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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3. Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
4. Kapoor, Neeru. E-Marketing, Pinnacle learning
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Suggested Continuous Evaluation Methods:

be based on allotted Assignment and Class Tests. The marks shall be as follows:

Assessment and Presentation of Assignment (04 marks)

Class Test-I (Objective Questions) (04 marks)

Class Test-II (Descriptive Questions) (04 marks)

Class Test-III (Objective Questions) (04 marks)

Class Test-IV (Descriptive Questions) (04 marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) (05 marks) OR

INTERNAL ASSESMENT (25 Marks): Two Mid Term Test and credit final score average of two midterm test..

Written Test – 10 marks

Attendance – 5 marks

Assignment/ Research Based Project - 10 marks

Research Orientation of the student.

Suggested Additional resources

- 1- Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation. Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.
 - 2- Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University Press Inc., New York.
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Note- Latest edition of the textbooks should be used.



Course Title: Digital Marketing
Vocational course: Semester-III

Vocational course: Semester-III

Programme / Class: Diploma / Graduation	Year: Second	Semester: Third
Vocational Course:		(Elective)
Course Code: MJPRU01023	Course Title: Digital Marketing	
Course outcomes: After completing this course a student will have: 1-Ability to understand the concept of Digital Marketing along with the basic forms and norms of Digital Marketing. 2- Ability to understand the terminologies associated with the field of Digital Marketing and control along with their relevance. 3-Ability to identify the appropriate method and techniques of Digital Marketing for solving different problems. 4-Ability to apply basic Digital Marketing principles to solve business and industry related issues and problems. 5-Ability to understand the concept of Budgetary Control, Cash Flow Statement, Fund Flow Statement, Break Even Analysis etc.		
Paper Title	DIGITAL MARKETING STRATEGY & METHODS	
Credits: 2	(Elective/Compulsory)- Compulsory	
Max. Marks: 25+75	Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4		
Unit	Topics	No. of Lectures Total=30
I	DIGITAL MARKETING STRATEGY-Need and Importance, Digital Marketing Tactics to Use:-Mobile-first marketing, Multi-platform content strategy, Brand storytelling, Chatbot marketing, Voice/visual search	7
II	Digital Marketing Strategy, Implementation and Executional considerations for BtoB and BtoC brands and provides a detailed understanding of all digital channels and platforms.	5
III	Setting up the Digital Platforms. like Social Media Marketing Platform, Blogging, Twitter, LinkedIn etc. Market Research and Analysis and Positioning, Competitor Analysis and Choosing the Right Platform,	6
IV	Competitor audit and Analysis, Develop of Own Digital Marketing Strategy, Online Reputation Management, Practically Use Social Media Platforms for Marketing.	6
V	Effective Use of Digital Marketing Tools like Email Marketing, Mobile Marketing, Content Marketing, Influencer Marketing, Affiliate Marketing, Pay-per-click (PPC),Search Engine Optimization (SEO) Marketing, Feedback of Public/Consumer/Customer etc,	6

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Class Test-II (Descriptive Questions) ----- (05 Marks)

Class Test-III (Objective Questions) ----- (05 Marks)

Class Test-IV (Descriptive Questions) ----- (05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) ----- (05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
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- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

A-Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) - 25 Marks

College/Institution - 75 Marks

Total Maximum Marks- 100 Marks

Passing Marks- 10+25=35 Marks

B-Practical/Skill Part -----TOTAL CREDIT-4

Assignment /Practical- 50 Marks-----CREDIT-1

Internship- 50 Marks-----CREDIT-1

Project - 50 Marks-----CREDIT-1

Survey Report- 50 Marks-----CREDIT-1

Total Maximum Marks- 200 Marks

Minimum Passing Marks- 80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

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Suggested Readings:

1. Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India
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Assessment and Presentation of Assignment (04 marks)

Class Test-I (Objective Questions) (04 marks)

Class Test-II (Descriptive Questions) (04 marks)

Class Test-III (Objective Questions) (04 marks)

Class Test-IV (Descriptive Questions) (04 marks)

Overall performance throughout the Semester (includes Attendance, Behaviour, Discipline, Participation in Different Activities) (05 marks OR

INTERNAL ASSESMENT (25 Marks): Two Mid Term Test and credit final score average of two midterm test..

Written Test – 10 marks

Attendance – 5 marks

Assignment/ Research Based Project - 10 marks

Research Orientation of the student.

Suggested Additional resources

- 1- Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation. • Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.
- 2- Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University Press Inc., New York.
- 3- Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.
- 4- Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson

Blog: -COMMERCE MASTER, LINK- <https://pkworldeducation.blogspot.com/?m=1>

Social Media FACEBOOK GROUP-"DR. PRAVEEN KUMAR CLASSES-SOLUTIONS OF ALL", LINK- <https://www.facebook.com/groups/1448502708810040/?ref=share>

Note- Latest edition of the textbooks should be used.



Course Title: Digital Marketing
Vocational course: Semester-IV

Programme / Class: Diploma / Graduation	Year: Second	Semester: Fourth
Vocational Course:		(Elective)
Course Code: MJPRU01023	Course Title: Digital Marketing	
Course Description: Digital marketing is where marketing meets the internet and other forms of new media, such as smart phones and even games consoles. It includes online advertising and participating in social media, but it can also include online listening and monitoring, and search engine optimization. Through a combination of lecture, case studies, and course projects, you will develop capabilities in developing, implementing, and evaluating digital marketing strategies.		
Paper Title	SOFT SKILLS FOR DIGITAL MARKETING	
Credits: 6 (2T+4P)	(Elective)	
Max. Marks: 25+75	Min. Passing Marks: 10 + 30	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: 1-0-4		
Unit	Topics	No. of Lectures Total=30
I	Introduction to Soft Skills and Hard Skills, Types; Need & Importance of Soft Skills in Digital Marketing; Soft Skill V/s Hard Skills	5
II	Professional Communication Skills, Social Media Skills, Profile Creation Digital Platforms Skills, Smoothly Operation of Digital Platforms.	5
III	Marketing Skills, Customer Service Skills, Human Resources Skills, Management Skills, Effective Decision Making Skills, Reasoning Skills etc	6
IV	Business Development & Sales Roles Skills, Official Reporting Skills, Presentation Skills, Data Analysis Skills, Creative Writing Skills, Creativity, Intuitive, Interpersonal Relationship Skills	6
V	Interview, Training, PR, PPT etc. skills, Website Development Skills, Electronic Payment System, Electronic Data Interchange, Information Technology & Computer Based Designing Skills,	8

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Mahatma Jyotiba Phule Rohilkhand University, Bareilly

महात्मा ज्योतिबा फुले रुहेलखण्ड विश्वविद्यालय, बरेली

A State University – Government of U.P.; NAAC Accredited; ISO 9001:2015 Certified



ABOUT SKILL PARTNER

Skill Partner may be any business organization, Cooperative Society, Not Profit Organization, Qualified Professionals, Trust, NGO, MNCs, Association of Individuals, Federation, Charity Organization, Chamber of Commerce, Federation of Industries, Technical or Professional Institutions, National or International Level Organization/Association Federation and like this pattern.

ABOUT EXAMINATION/EVALUATION

1-For Practical/Skill and Theoretical part, examination may be conducted online or offline or in mixed format, as circumstances allow and students feel comfortable.

2-Pattern of paper shall be decided by concerned Subject Faculty and Skill Partner for their part. Skill Partner may adopt pattern as mentioned in B-Point of allocation of marks for evaluation/test purpose.

Suggested Continuous Evaluation Methods

Continuous Internal Evaluation shall be based on as per following pattern:

Class Test-I (Objective Questions) ----- (05 Marks)

Class Test-II (Descriptive Questions) ----- (05 Marks)

Class Test-III (Objective Questions) ----- (05 Marks)

Class Test-IV (Descriptive Questions) ----- (05 Marks)

Overall performance throughout the Semester (includes Attendance, Behavior, Discipline, Participation in Different Activities) ----- (05 Marks)

ABOUT PRACTICAL/SKILL SYLLABUS, TRAINING & TEST ETC (4 Credits)

- 1- Practical work will be based on any contents or topic of syllabus of theoretical paper.
- 2- Content or topic for all components of practical work shall be decided by subject teacher in consultation with skill partner.
- 3- Test or evaluation for practical work will be conducted by skill partner in association/consultation with concerned institution/subject teacher.
- 4- Number of total credits for practical/skill part will be four.

ALLOCATION OF MARKS

A- Theoretical Part -----TOTAL CREDIT-2

Internal by the institution (ICE) - 25 Marks

College/Institution - 75 Marks

Total Maximum Marks- 100 Marks

Passing Marks- 10+25=35 Marks

B-Practical/Skill Part -----TOTAL CREDIT-4

Assignment /Practical- 50 Marks-----CREDIT-1

Internship- 50 Marks-----CREDIT-1

Project - 50 Marks-----CREDIT-1

Survey Report- 50 Marks-----CREDIT-1

Total Maximum Marks- 200 Marks

Minimum Passing Marks- 80 Marks

Note- 1- Total Minimum passing marks for section A & B - 35+80=115

2-Total Maximum Marks for section A & B - 100+200=300

[Handwritten signatures and marks]

