

**E.M.G. YADAVA WOMENS COLLEGE, MADURAI -14.**

(An Autonomous Institution – Affiliated to Madurai Kamaraj University)

Re –accredited (3<sup>rd</sup> cycle) with Grade A<sup>+</sup> and CGPA 3.51 by NAAC**CBCS****DEPARTMENT OF BUSINESS ADMINISTRATION – UG  
VALUE ADDED COURSE**

(w.e.f. 2021 – 2022 onwards)

**Digital Marketing**

1. This Course is taken up by third year BBA students
2. Period of study : V Semester

**COURSE STRUCTURE****Contact hours: 30 hrs****Credit: 1**

<b>S.No.</b>	<b>Sem</b>	<b>Subject Code</b>	<b>Title of the Paper</b>
1.	V	21BVAC	<b>Theory:</b> Digital Marketing
2.	V	21BVACP	<b>Practical:</b> Lab in Digital Marketing

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**DEPARTMENT OF BUSINESS ADMINISTRATION – UG**

**VALUE ADDED COURSE**

(w.e.f. 2021 – 2022 onwards)

**Digital Marketing**

**Title of the Paper : Digital Marketing**

**Semester : V**

**Contact hours: 30hrs**

**Sub Code : 21BVAC**

**Objectives:**

To enable the Students

1. To develop an overall understanding of digital marketing / online marketing platforms
2. To understand the Search Engine Optimization (SEO)
3. To know about the Search Engine Marketing (SEM)
4. To acquire themselves with the latest development in the field of Social Media Marketing (SMM)

**Unit- I Introduction to SEO** - What is search engines - How search engines work - What is SEO - SEO techniques (On page and Off page) - What is Ranking - How Google ranks a website. **Keyword Research** - Introduction to Keyword research - How and why to choose the right keywords - Different types of keywords - How to do Keyword analysis - Keywords density analysis - Tools for keyword research - Competition analysis - Localized keywords research.

**Unit-II On Page Optimization Steps** - Introduction to On-page optimization - What is Title, Description, and Keywords tags - Length of titles, meta description, and Snippets - H1 to H6 Tags and their importance - When and where keywords can be placed - Difference between Internal links and External links - Anchor Text - Headers optimization - Image tag optimization - Content Optimization - SEO friendly content -

Page naming / URL Structure / Permalink - Difference between HTTP / HTTPS - Broken link analysis - Google webmaster tool - Google analytics - Creating effective landing pages. **Off-Page Optimization** - Introduction to Off-page optimization - Introduction of link building and its types - Directory submission - Blog submission - Forum posting - Press release submission - Video submission - Image submission - Business listing submission - Guest blog - Infographics sharing - Document Sharing - Web 2.0 submission - Importance of backlinks / Link building - Strategies to build qualitative and relevant backlinks - Competitors backlink research and submission - Submission to do follow websites.

**Unit- III Social Media Marketing Total** - Social Media Marketing Important - What Content Should Share on Social Media. **Facebook** - The Ultimate Facebook Page Guide - Create and Optimize a Facebook Page - SEO Tips for your Facebook Page - Relevant Group Sharing - Facebook hash tag - Facebook Insights.

**Unit IV Instagram** - Optimize your Instagram, Bio, and Profile Image - Post on Instagram and When to Post! - Instagram Captions & Hashtags - Instagram Engagement - Instagram Profile + Instagram Post Captions -Instagram Stories + Instagram Reels + IGTV - Instagram Analytics. **Twitter** -Twitter Basics + Optimizing your Twitter - What to Tweet + How to Interact on Twitter - Twitter Hashtags & Trends - How to Grow your Twitter Following - Twitter Audiences + Universal Website Tag - Twitter Analytics.

**Unit- V Pinterest** - The Complete Pinterest Ads Guide - Create Amazing Pin Ads - Pinterest Product Pins + Rich Pins - Pinterest Analytics. **Youtube** - Build and Optimize your YouTube Account - Customize your YouTube URL - How to Publish a YouTube Video - How to Rank any video #1 on YouTube - YouTube Analytics & Reporting.

**Text and Reference Books:**

1. E-Book – “Understanding Digital Marketing”, Damian Ryan
2. E-Book – “Essential Digital Marketing Tools”
3. E-Book – “The New Rules of Marketing & PR”, David Meerman Scott
4. E-Book – “Digital Minds”, WSI
5. E-Book – “Digital Marketing using Google Services”
6. E-Book – “The Surefire Digital Marketing Strategy to Triple your Sales”, LYFE Marketing.
7. E-Book – “Decoding the Digital Strategies in Post#Covind-19 Era- India”, Debajyoti Banerjee, Founder & CEO of Seven Boats Info-System Pvt. Ltd

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VALUE ADDED COURSE****(w.e.f. 2021 – 2022 onwards)****Digital Marketing****Title of the Paper : Digital Marketing****Semester : V****Sub Code : 21BVACP****SEO – Search Engine Optimization**

1. Program to implement SEO techniques and google ranking for a website
2. Program for keyword research and keyword analysis
3. Program for implementing on-page optimization steps
4. Program for content optimization
5. Program to analyse google webmaster
6. Program for analysing effective landing page
7. Program to implement off-page optimization
8. Program for generating different types of Backlinks
9. Program for web 2.0 submission
10. Program for business listing

**SMM – Social Media Marketing**

1. Program for social media posting content creation and Hash tag creation
2. Program for creating facebook profile, group and page
3. Program for group adding and sharing on all social media channels
4. Program for creating Instagram profile
5. Program for creating Twitter profile
6. Program for creating LinkedIn profile
7. Program for creating Pinterest profile
8. Program for creating Youtube profile
9. Program for publishing Youtube video
10. Program for increasing followers and friends
11. Program for image or content posting in all social media profiles
12. Program for taking insights in Facebook, LinkedIn, Twitter, Instagram, Pinterest and Youtube