



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration

Level: UG

Course / Subject Code: BB04001081

Course / Subject Name : Digital Marketing

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Multi-Disciplinary Course (MDC/Elective)

Prerequisite:	Marketing Management
Rationale:	Digital Marketing (DM) focuses on the subdomain of Marketing that serves customers by leveraging digital assets. These assets include online channels of communication & distribution, search engines, social media, and mobile commerce. While the principles from the Marketing Management (MM) course form the bedrock, this course emphasizes how related concepts, frameworks, and strategies should be reimagined to tap into the power of the Internet and associated e-commerce platforms.

Course Outcome:

After Completion of the Course, the Student will be able to:

No	Course Outcomes	RBT Level
01	Understand the fundamentals of digital marketing, including its scope, history, key concepts, and best practices	Understand
02	Analyze the role of marketing automation in enhancing customer experience and managing marketing operations using tools like CRM and analytics platforms.	Analyse
03	Apply digital marketing mix strategies, including online advertising, social media marketing, content creation, and influencer marketing, to achieve marketing objectives.	Apply
04	Evaluate the effectiveness of email marketing and mobile marketing campaigns, including tools, types, and strategies for both B2B and B2C contexts.	Evaluate
05	Develop and optimize blogs for marketing purposes, including understanding platforms, tags, widgets, and analytics to improve engagement and reach.	Create

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
2	0	0	2	50	30	20	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.	6	15
2.	Marketing Automation: Definition, Advantages, Marketing Automation Software: CRM, Sales Force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.	6	20
3.	Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, Difference between influencer marketing and celebrity endorsements.	6	25
4.	Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.	6	20
5.	What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats	6	20
Total		30	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
15	20	25	20	10	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web



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3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain (2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization

(b) Open source software and website:

1. <https://www.mautic.org/>
2. <https://wordpress.org/>

Suggested Project List, if any:

Students select a small business (local shop, startup, NGO, or fictitious brand).

Tasks include:

- Setting up a blog/website on WordPress.
- Planning a digital marketing mix: social media posts, content strategy, and influencer outreach.
- Using Mautic to automate email campaigns and track leads.
- Measuring engagement via blog stats, email open rates, and social media metrics.
- Presenting insights on campaign effectiveness and recommendations.

CO- PO Mapping:

Semester 4	Subject Name : Digital Marketing				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	2	3	3	3	2
CO3	3	2	3	2	3
CO4	2	3	3	3	2
CO5	3	2	3	2	3

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
