

AS PER AP-CBCS SYLLABUS 2023-2024

BCom(General) (MAJOR/MINOR)

3RD YEAR – SEMESTER - V

DIGITAL MARKETING

(Common to All Universities in AP)

UNIT I: INTRODUCTION

Digital marketing: Meaning - importance - traditional online marketing vs digital marketing - online market place analysis Micro Environment - Online Macro Environment - trends in digital marketing - competitive analysis.

UNIT – II: WEB SITE PLANNING AND CREATION

Web Site: meaning - objectives - components of website - website creation - incorporation of design and-adding content, installing and activating plugins.

UNIT-III: SEARCH ENGINE OPTIMIZATION (SEO)

SEO: Meaning - History and growth of SEO - Importance of Search Engine - On page Optimization - off page optimization - Role of Search Engine Operation- google Ad words - Search Engine Marketing: Campaign Creation - Ad Creation, Approval and Extensions.

UNIT-IV: SOCIAL MEDIA MARKETING

Meaning of social media and Social Media Marketing - social Management tools-strategy and planning - social media network - Social Networking - video creation and

sharing - use of different social media platforms - Content creation - Blogging - Guest Blogging.

UNIT-V: EMAIL MARKETING

Meaning - Evolution of email - importance of email marketing - Development and Advancements in e mail marketing - email marketing platforms - creating and Tracking emailers-create forms - create opt-in lists - mapping industry trends and eliminating spam messages.



IMPORTANT QUESTIONS

LEVEL – 1

UNIT-I: INTRODUCTION

- ❖ Define Digital Marketing and explain its growing importance in the contemporary business environment. 1
- ❖ Discuss the key differences between traditional marketing and digital marketing with suitable examples. 4
- ❖ Describe the concept of the Online Marketplace and analyze its structure and benefits for modern businesses. 6
- ❖ Explain the role of Micro Environment in shaping digital marketing strategies. 8
- ❖ Examine the elements of the Online Macro Environment and their impact on digital marketing decisions. 11
- ❖ Analyze the current trends in Digital Marketing and discuss their influence on customer engagement. 16
- ❖ Discuss the significance of Competitive Analysis in designing effective digital marketing strategies. 18
- ❖ Evaluate how digital marketing helps in building brand presence and customer loyalty in today's digital ecosystem. 23

UNIT-II: WEB SITE PLANNING & CREATION

- ❖ Define a website and explain its significance in the digital age. 33

- ❖ Discuss the primary objectives of a website from both business and user perspectives.36
- ❖ Describe the key components of a website and explain their functions.37
- ❖ Analyze the process of website planning and its importance in creating an effective web presence.39
- ❖ Explain the step-by-step process of website creation, from planning to deployment.43
- ❖ Explain the process of adding content to a website and the importance of content strategy.49
- ❖ Describe how plugins are installed and activated, and analyze their role in enhancing website functionality.52
- ❖ Evaluate the impact of a well-planned website on business success and digital visibility.54

UNIT-III: SEARCH ENGINE OPTIMIZATION (SEO)

- ❖ Define Search Engine Optimization (SEO) and explain its role in digital marketing.63
- ❖ Trace the history and evolution of SEO and discuss its growth over the years.65
- ❖ Analyze the importance of search engines in online marketing and digital visibility.68
- ❖ Describe the process and techniques involved in On-Page Optimization.70
- ❖ Explain Off-Page Optimization and discuss how it contributes to SEO performance.73
- ❖ Compare and contrast On-Page and Off-Page Optimization with suitable examples.75
- ❖ Explain the concept of Google AdWords and its integration with SEO and SEM strategies.79

- ❖ Define Search Engine Marketing (SEM) and differentiate it from SEO.81
- ❖ Discuss the steps involved in creating an effective Search Engine Marketing (SEM) campaign.83
- ❖ Describe the process of Ad Creation and Approval in Google Ads.86

UNIT-IV: SOCIAL MEDIA MARKETING

- ❖ Define Social Media and explain the concept and significance of Social Media Marketing (SMM).97
- ❖ Discuss the role and importance of Social Media Marketing in modern digital strategies. 100
- ❖ Describe various social media management tools and how they assist in campaign management. 102
- ❖ Explain the process of creating an effective social media strategy and planning for successful marketing outcomes. 105
- ❖ Discuss the evolution and impact of social networking in the context of marketing. 110
- ❖ Explain how video creation and sharing contribute to increased engagement on social platforms. 112
- ❖ Describe the features, benefits, and marketing potential of various social media platforms like Facebook, Instagram, LinkedIn, and Twitter. 114
- ❖ Evaluate the importance of content creation in Social Media Marketing and outline effective content strategies. 117
- ❖ Explain Guest Blogging and analyze how it helps in expanding reach and building authority in social media marketing. 122

UNIT-V: EMAIL MARKETING

- ❖ Define Email Marketing and explain its significance in digital communication and customer engagement. 133
- ❖ Trace the evolution of email and its transformation into a powerful marketing tool. 135
- ❖ Discuss the growing importance of Email Marketing in modern business strategies. 138
- ❖ Describe the key developments and technological advancements in Email Marketing over the years. 140
- ❖ Analyze the process of creating effective emailers and strategies for maximizing user engagement. 145
- ❖ Discuss how tracking tools are used in Email Marketing to measure performance and conversion rates. 147
- ❖ Explain the steps involved in creating customized forms for user interaction and lead generation. 149
- ❖ Describe the process of building and managing opt-in lists and their importance in permission-based marketing. 151
- ❖ Discuss methods used to avoid spam filters and ensure deliverability of email campaigns. 156

LEVEL - 2

- ❖ Compare and contrast Traditional Online Marketing and Modern Digital Marketing with relevant case studies. 13
- ❖ Illustrate the importance of Online Marketplace Analysis and its implications for digital marketing planning. 20
- ❖ Examine the role of design in website creation and how it enhances user experience and functionality. 45

- ❖ Discuss how to incorporate visual design elements effectively in a website.47
- ❖ Discuss the operational role of search engines in retrieving and ranking web content.77
- ❖ Examine the use of Ad Extensions in search engine advertising and their impact on campaign performance.88
- ❖ Analyze the role of different social media networks in reaching target audiences.107
- ❖ Discuss the concept of blogging and its value as a content marketing tool within social media.119
- ❖ Illustrate a sample social media marketing campaign that integrates video, blogging, and content strategies.124
- ❖ Explain the role and features of various Email Marketing platforms like Mailchimp, Constant Contact, and others.142
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- ❖ Illustrate a complete Email Marketing campaign workflow from creation to performance tracking.....158



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1. Define Digital Marketing and explain its growing importance in the contemporary business environment.1
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