

Shri Lal Bahadur Shastri Degree
College, Gonda
(Affiliated to Dr. Ram Manohar
Lohiya Avadh University, Ayodhya,
U.P.)



Department of Management (BBA)

Digital Marketing

Certificate Course

2022-23

From

Dr. Shailja Singh,
Department of
Management,
Shri Lal Bahadur Shastri Degree College, Gonda.

To,

The Principal,
Shri Lal Bahadur Shastri Degree College, Gonda.

Sub: Proposal for Certificate Course in Digital Marketing

Respected Sir,

With reference to above mentioned subject, I am submitting herewith the proposal to conduct certificate course in Digital Marketing for the session 2022- 2023 by the Department of Management of our college. This course will be helpful to open new conceptual ideas and practical knowledge about the new marketing strategies, among the Under/Post Graduate students of our college. Hope you will consider my application and I kindly request you to sanction the same. Thank you with regards.

Date: Aug-11-2022

Place: Gonda



Yours's Truly
(Dr. Shailja Singh)
Head, Dept. Of
Management

Enclosure: 1. Proposal.
2. Curriculum & Design for the Course.

Shri Lal Bahadur Shastri Degree College, Gonda
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Proposal for conducting Short Term Certificate Courses

1. Basic information about the applicant department:

- **Name of the College:** Shri Lal Bahadur Shastri Degree College, Gonda
- **Complete Postal Address of College:** Civil Lines, Gonda, U.P.- 271001.
- **Name of the Department:** Management

2. Details of Course Proposal:

- **Name of the course:** Certificate Course in Personality development
- **Target Group:** Under/Post Graduate Students
- **Duration of the Course:** 30 Hrs.
- **Medium of Instructions:** Hindi/English
- **No. of candidates to be registered:**

3. Details of the faculty:

- **Whether college has any degree/diploma related to the proposed course:** YES (UG course)
Management as subject
- **Whether the course is prepared by experts From related field:** YES (By Departmental Faculty)
- **Information of Course Coordinator (To be appointed for the course)**

Name	Department	Qualification	Experience
Dr. Smriti Shishir	Management	M. Com, PhD	6 years

- **Information of Faculty Members (To be appointed for the course)**

Sr. No	Name of Faculty Member	Qualification	Experience (In Years)
01	Dr. Shailja Singh	MBA Ph.D.	5
02	Dr. Smriti Shishir	M.Com, Ph.D.	6
03	Dr. Pratibha Singh	M.Com, NET, Ph.D.	2

4.Details of the Physical Infrastructure Needed / Available for The Course:

- **Classroom:** Available
- **Books / Reading Material:** Yes, available in the Central/ Departmental Library of the College.
- **Equipment's:** All the Necessary Equipment's Required for the Course are available
- **Any Other:** The College has its own Computer Laboratory with Internet Connection.



(Signature of the Course Coordinator)



(Signature of the Head of Department)

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Department of Management (BBA)

(Certificate Course in Digital Marketing)

Certificate Course

Syllabus 2022-2023

DIGITAL MARKETING

UNIT I

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

UNIT II

The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

UNIT III

Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

UNIT IV

Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

Part 2: - Practical

Class room activities:

1. ***Game of Chance:*** are games where the results are based on randomization. (120 mins)
2. ***Scratch & Win games:*** It leverages the psychological principle of instant gratification, which is deeply ingrained in human behavior. (120 mins)
3. ***Knowledge Games:*** such as Fill-the-Words, Jeopardy, Trivia Games, Maze Quiz, and so on. (120 mins)

Total Duration: 6 Hrs.

References: -

- Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

Scheme of Examination: 100 Marks

- | | |
|---------------------------------|-------------------------|
| 1. Discussion Session: - | Duration 1 Hours |
| 2. Presentation: - | Duration 1 Hours |



(Head Dept. of Management)

Theory

Topic –I	Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs. Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.	(360 mins)
Topic –II	The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan	(300 mins)
Topic –III	Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing	(420 mins)
Topic –IV	Display adverting, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.	(360 mins)

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Department of Management (BBA)

(Certificate Course in Digital Marketing)

Certificate Course

Syllabus 2022-2023

Course Name	Name of Paper	Lecturers/Week	Total No. of Lectures	Theory	Practical	Total Marks
Certificate Course	Digital Marketing	06	32	24	8	100



(Signature)
Faculty of BBA



(Signature)
Principal

Shri Lal Bahadur Shastri Degree College, Gonda
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Department of Management (BBA)

(Certificate Course in Digital Marketing)

Ref. No: -

Date Aug-11-2022

Notice

All the students of BBA are hereby informed that the department of management is going to organize an add-on course under the title stated above. Students willing to join the course register their names with the teacher's in charge.



(Signature)
Faculty of BBA



(Signature)
Principal

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Department of Management (BBA)

(Certificate Course in Digital Marketing)

List of Registered Students-2022-23

S.NO.	Roll No.	Student Name	Class
1	22000001	ABHIJIT KUMAR	BBA 2ND YEAR
2	22000002	ABHISHEK KUMAR MISHRA	BBA 2ND YEAR
3	22000003	AKASH TIWARI	BBA 2ND YEAR
4	22000004	AMRESH RAWAT	BBA 2ND YEAR
5	22000005	AMRIT LAL	BBA 2ND YEAR
6	22000007	ANUJ PANDEY	BBA 2ND YEAR
7	22000011	ATUL TIWARI	BBA 2ND YEAR
8	22000012	DEVANSH TIWARI	BBA 2ND YEAR
9	22000013	DURGESH VERMA	BBA 2ND YEAR
10	22000014	HARSH JAISWAL	BBA 2ND YEAR
11	22000015	SANDEEP VERMA	BBA 2ND YEAR
12	22000016	SAQUIB JAVED	BBA 2ND YEAR
13	22000018	SAURABH MISHRA	BBA 2ND YEAR
14	22000019	SHUBHANSHU SHARMA	BBA 2ND YEAR
15	22000021	UDAY KUMAR	BBA 2ND YEAR
16	22000022	VANSAJ GUPTA	BBA 2ND YEAR
17	22000023	VIKAS SHUKLA	BBA 2ND YEAR
18	22000024	AMRITA DUBEY	BBA 2ND YEAR
19	22000025	ANSHIKA SRIVASTAV	BBA 2ND YEAR
20	22000026	ASHMITA AGASTAS	BBA 2ND YEAR
21	22000027	MAHI SRIVASTAVA	BBA 2ND YEAR
22	22000028	PRAGYA SINGH VISEN	BBA 2ND YEAR
23	22000029	ROLI AGARWAL	BBA 2ND YEAR
24	22000030	SHAILY MISHRA	BBA 2ND YEAR
25	22000031	TANU PRIYA SRIVASTAVA	BBA 2ND YEAR
26	22000032	UNNATI	BBA 2ND YEAR



(Head Dept. of Management)

19	22000025	ANSHIKA SRIVASTAV	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
20	22000026	ASHMITA AGASTAS	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
21	22000027	MAHI SRIVASTAVA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
22	22000028	PRAGYA SINGH VISEN	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
23	22000029	ROLI AGARWAL	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
24	22000030	SHAILY MISHRA	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
25	22000031	TANU PRIYA SRIVASTAVA	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
26	22000032	UNNATI	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P



(Course Coordinator)

