

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE Vertical 3

Faculty of Science and Technology

Board of Studies in Information Technology

Second Year Programme

Semester

IV

Title of Paper

Credits

Digital Marketing

2

From the Academic Year

2025-26

Title of Paper Digital Marketing

| Sr.No. | Heading | Particulars |
|--------|--|---|
| 1 | Description the course : Including but Not limited to: | A Digital Marketing course focuses on equipping students with the knowledge and skills required to promote products, services, or brands using various digital channels. It covers the fundamentals of online marketing, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and paid advertising. This course is ideal for individuals looking to build careers in marketing, grow their business online, or enhance their digital presence. |
| 2 | Vertical : | Open Elective |
| 3 | Type : | Theory |
| 4 | Credits : | 2 credits (1 credit = 15 Hours for Theory in a semester, Total 30 hours) |
| 5 | Hours Allotted : | 30 |
| 6 | Marks Allotted: | 50 |
| 7 | <p>Course Objectives(CO):</p> <p>CO 1: Recognize how digital marketing elements such as SEO, e-mail marketing, social media, and mobile marketing contribute to a business's success.</p> <p>CO 2: Gain a thorough understanding of SEO, its importance in improving search rankings, and how it drives online visibility.</p> <p>CO 3: Master E-mail Marketing and Digital Display Advertising.</p> <p>CO 4: Gain Expertise in Social Media Marketing</p> <p>CO 5: Understand the role of mobile marketing, including the differences between mobile apps and widgets, and its application in both B2B and B2C settings</p> <p>CO 6: Evaluate Marketing Success and Optimize Campaigns.</p> | |
| 8 | <p>Course Outcomes (CO):</p> <p>CO 1. Identify and describe the key elements of digital marketing, including SEO, e-mail marketing, social media marketing, and mobile marketing.</p> <p>CO 2. Implement SEO best practices for on-page and off-page optimization, including creating backlinks, using internal/external links, and optimizing content.</p> <p>CO 3. Create and deliver structured, effective e-mail marketing campaigns that engage recipients and drive conversions.</p> <p>CO 4. Develop strategies to create engaging content and utilize user-generated content to improve social media marketing effectiveness.</p> | |
| 9 | <p>Modules:</p> <p>Module 1:</p> | 15 Hrs |

| | <p>Introduction to Digital Marketing - Basic concepts, benefits and opportunities of digital marketing and its usage in business to business (B2B), business to consumer (B2C), not for profit (NFP) marketing</p> <p>Search Engine Optimization: (SEO), E-mail Marketing and Digital Display Advertising</p> | | | | | | | | | | | | | | | | | | | | | | |
|---------|--|---|-----------|---------------|------|---------|-------|----------|-----------|---------|------|---|--|------------------|-----|---------------|------|---|---------------|--|------|---|---|
| | <p>Module 2:-</p> <p>Social Media Marketing : The key impact of social media on search engine optimization based on key metrics like CPC, PPC, CPM, CTR, and CPA , different aspects of social marketing and its behavior.</p> <p>Mobile Marketing and Web Analytics: Presentation of mobile apps, Overview related to B2B and B2C mobile marketing</p> | 15 Hrs | | | | | | | | | | | | | | | | | | | | | |
| 10 | <p>Books and References:</p> <table border="1"> <thead> <tr> <th>Sr. No.</th> <th>Title</th> <th>Author/s</th> <th>Publisher</th> <th>Edition</th> <th>Year</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Digital Marketing Trends and Prospects</td> <td>Dr. Shakti Kundu</td> <td>BPB</td> <td>FIRST EDITION</td> <td>2021</td> </tr> <tr> <td>2</td> <td>Marketing 4.0</td> <td>Philip Kotler, Hermawan Kartajaya, Iwan Setiawan</td> <td>ePUB</td> <td>–</td> <td>–</td> </tr> </tbody> </table> | | | | | Sr. No. | Title | Author/s | Publisher | Edition | Year | 1 | Digital Marketing Trends and Prospects | Dr. Shakti Kundu | BPB | FIRST EDITION | 2021 | 2 | Marketing 4.0 | Philip Kotler, Hermawan Kartajaya, Iwan Setiawan | ePUB | – | – |
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| 1 | Digital Marketing Trends and Prospects | Dr. Shakti Kundu | BPB | FIRST EDITION | 2021 | | | | | | | | | | | | | | | | | | |
| 2 | Marketing 4.0 | Philip Kotler, Hermawan Kartajaya, Iwan Setiawan | ePUB | – | – | | | | | | | | | | | | | | | | | | |
| 12 | Internal Continuous Assessment:40% | Semester End Examination: 60% | | | | | | | | | | | | | | | | | | | | | |
| 13 | <p>Continuous Evaluation through:</p> <p>Mini Project - 15 Marks</p> <p>Quizzes/ Presentations/ Assignments: 5 marks</p> <p>Total: 20 marks</p> | <p>Format of Question Paper: External Examination (30 Marks)– 1 hr duration</p> | | | | | | | | | | | | | | | | | | | | | |

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| 14 | Format of Question Paper: (Semester End Examination: 30 Marks. Duration:1 hour) Q1: Attempt any two (out of four) from Module 1 (15 marks) Q2: Attempt any two (out of four) from Module 2 (15 marks) Or Q1: Attempt any three (out of five) from Module 1 (15 marks) Q2: Attempt any three (out of five) from Module 2 (15 marks) |
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BOS in Information
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Dr. Madhav R. Rajwade
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