

**DEPARTMENT OF COMMERCE**

Value-Added Course (2022-23)

**BROCHURE:**

**Department of Commerce  
Azad Hind Fouz Smriti Mahavidyalaya**



**Value Added Course  
on  
DIGITAL  
MARKETING**

**ACADEMIC YEAR 2022-23**

FOR MORE DETAILS (OBJECTIVES,  
ELIGIBILITY, ATTENDANCE, SYLLABUS,  
COURSE OUTCOME AND KNOWLEDGE  
TEST), PLEASE SEE THE COMPLETE  
BROCHURE IN THE COLLEGE WEBSITE

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**DR. PALASH  
BANDYOPADHYAY**



**SOMNATH MUKHUTI**

**Value-Added Course**  
**On**  
**‘Digital Marketing’**  
**Academic Session 2022-23**

**Course Objectives:**

A value-added course on digital marketing aims to provide students and participants with comprehensive knowledge and skills necessary to excel in the digital landscape. Here are some objectives typically associated with such a course:

- Understanding Digital Marketing Fundamentals
- Strategic Thinking
- Website Optimization and User Experience
- Content Creation and Marketing
- Social Media Marketing
- Paid Advertising
- Email Marketing
- Analytics and Data-driven Decision Making
- Mobile Marketing
- Emerging Trends and Technologies
- Ethical and Legal Considerations

Overall, the objective of a value-added course on digital marketing is to prepare participants with the knowledge, skills, and tools they need to thrive in today's digital economy and contribute effectively to the success of businesses and organizations.

<b>Eligibility Criteria</b>	<b>Attendance</b>	<b>Course Duration</b>
B.Com. (General)	Minimum 75% attendance is compulsory for all.	30 Hours

The value-added course on digital marketing will start on and from 02.05.2023

## Final Assessment:

Students will be evaluated based on attendance and final examination.

Attendance Score 10 Marks and Final Assessment 40 Marks.

Questions of the final assessment will be MCQ pattern.

## Course Syllabus

The complete syllabus is divided into five separate units which are mentioned in the table below:

Units	Name of Units	Details of Units	Credit Hours
Unit-I	Digital Marketing: An Introduction	Concept and Definition of Digital Marketing, Evolution and Significance of digital marketing in the modern business landscape, Key terminology and concepts in digital marketing, Attract and Engage Customers with Digital Marketing.	6 Hrs.
Unit-II	E-Commerce	Concept and Definition of E-Commerce, e-commerce business models, E-marketplace, Digital Payment [Debit Card, Credit Card, Smart Cards, e-Money], Electronic or Digital Wallet, Digital Signature (Procedures, Working and Legal Provisions), Payment Gateways [Core Banking Solution or CBS, Mobile Payment, UPI, NCPI, International Payments], Online banking	8 Hrs.
Unit-III	Customer Lifecycle	Engagement, Conversion, On boarding, Retention, Expansion	3 Hrs.
Unit-IV	Marketing Technology	Customer Relationship Management, Content Management, Analytics, Google Advertisement and social media, Customer Experience Software	8 Hrs
Unit-V	Artificial Intelligence in Digital Marketing	What is AI in Digital Marketing? AI Digital Marketing Tools, Examples of AI in Digital Marketing, how to use AI in Digital Marketing	5 Hrs.
Total			30 Hrs.

## Teachers:



**Dr. Palash Bandyopadhyay**



**Somnath Mukhuti**

## Course Convenor:

### **Dr. Palash Bandyopadhyay**

Associate Professor and Head of the Department  
Department of Commerce  
Azad Hind Fouz Smriti Mahavidyalaya  
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