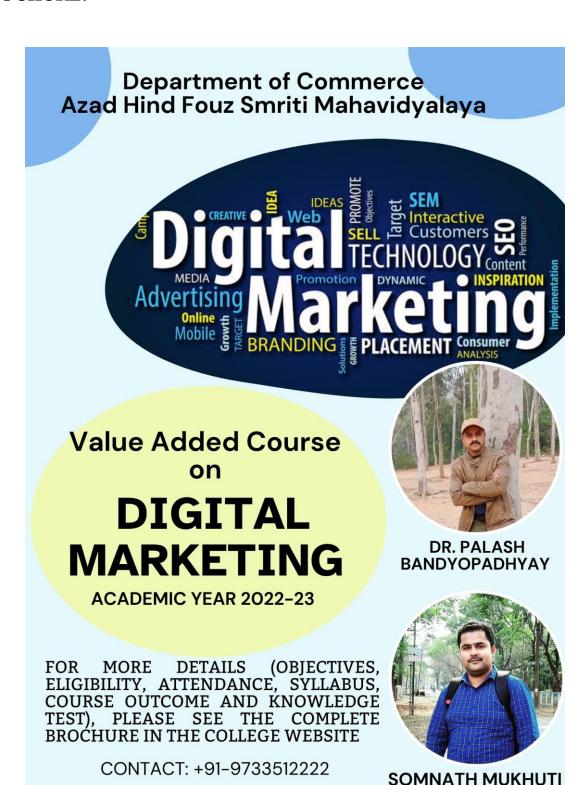
#### DEPARTMENT OF COMMERCE

Value-Added Course (2022-23)

#### **BROCHURE:**



# 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.

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

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

# **Teachers:**



### **Course Convenor:**

**Dr. Palash Bandyopadhyay**Associate Professor and Head of the Department Department of Commerce Azad Hind Fouz Smriti Mahavidyalaya Domjur, Howrah, West Bengal