

Program : B.Com. (Economics)				Semester: I I I			
Course : Digital Marketing				Code :			
Teaching Scheme				Evaluation Scheme			
Lecture	Practical	Tutorial	Credits	Theory		Practical	
				Internal	External	Internal	External
30	Nil	Nil	02	20 Marks	30 Marks	Nil	Nil
Internal Component							
Class Test Duration 20 Mins			Assignments			Class Participation	
10 Marks			10 Marks			Nil	
Learning Objectives							
<ul style="list-style-type: none"> <li>To explore e-commerce issues related to privacy, security, and legal aspects, including understanding the legal framework in India and modern payment methods like UPI-based payments.</li> <li>To examine electronic payment systems and payment gateway processes in e-commerce, analyzing their features, advantages, and disadvantages.</li> <li>To understand digital marketing fundamentals, including trends, strategies, and activities like SEO, content marketing, and social media advertising.</li> </ul>							
Learning Outcomes							
Learners will be able to: <ul style="list-style-type: none"> <li>Assess legal and regulatory aspects of e-commerce, identifying potential legal issues and ensuring compliance with laws and regulations.</li> <li>Demonstrate proficiency in implementing electronic payment systems and managing payment transactions in e-commerce.</li> <li>Develop practical skills in digital marketing, enabling them to design and execute effective digital marketing campaigns and leverage social media for advertising and online reputation management.</li> </ul>							
Pedagogy							
Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.							

Detailed Syllabus Plan

Module	Module Content	Module wise Pedagogy Used	Duration of Module	Reference Book
I	<p>Issues in E- Commerce, Payment and Introduction to Digital Marketing</p> <ul style="list-style-type: none"> <li>• Issues Relating to Privacy and Security in E-Business</li> <li>• E-Commerce Laws: Need for E-Commerce laws, E- Commerce laws in India, Legal Issues in E-commerce in India</li> <li>• Electronic Payment Systems: Features, Different Payment Systems : Debit Card, Credit Card ,Smart Card, E-cash, E- Cheque, E-wallet, Electronic Fund Transfer.</li> <li>• Payment Gateway: Introduction, Payment Gateway Process, Payment Gateway Types,</li> <li>• Advantages and Disadvantages of Payment Gateway.</li> <li>• UPI Based Payment, Digital Rupee and other modern day payments</li> </ul> <p>Digital Marketing</p> <ul style="list-style-type: none"> <li>• Introduction to Digital Marketing, Advantages and Limitations of Digital Marketing.</li> </ul>	<p>Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.</p>	<p>10 lectures</p>	<ul style="list-style-type: none"> <li>• Kalokota &amp; Robinson, E- Business 2.0 Roadmap for Success, Pearson Education</li> <li>• Elias M. Awad , Electronic Commerce, 3rd Edition, Pearson Education</li> </ul>
II	<p>Trends in Digital Marketing</p> <p>Various Activities of Digital Marketing: Search Engine Optimization, Search Engine Marketing, Content Marketing &amp; Content Influencer Marketing, Campaign Marketing, Email Marketing,</p> <p>Display Advertising, Blog Marketing, Viral Marketing, Podcasts &amp; Vodcasts.</p> <ul style="list-style-type: none"> <li>• Social Media Advertising.</li> <li>• Online Reputation Management, Social Listening tools and Social media analytics</li> <li>• Latest developments and Strategies in Digital Marketing.</li> </ul>	<p>Lecture, Audio-video clips, E-campaign analysis, development of social media marketing messages etc.</p>	<p>15 lectures</p>	<ul style="list-style-type: none"> <li>• Erfan Turban et.al , Electronic Commerce - A Managerial Perspective, Pearson Education</li> <li>• R Kalokota, Andrew V. Winston, Electronic Commerce - A Manager's Guide, Pearson Education</li> <li>• Tripathi, E- Commerce, Jaico Publishing House, Mumbai, Edn. 2010.</li> </ul>