



PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR

UNIVERSITY, SOLAPUR

PROGRAMME: B.COM. I SEMESTER II



VERTICAL: GE/OE

COURSE NAME: DIGITAL MARKETING

COURSE CODE: G08-0210

Course Credits	No. of Hrs. per Week	Total No. of Teaching Hrs.	Total marks
2 Credits	2 Hours	30 Hours	50

Preamble: In today's digitally connected world, businesses must embrace online platforms to remain competitive. This course introduces B. Com. I students to the fundamentals of digital marketing, its tools, techniques, and significance in the current business landscape. The course bridges the gap between traditional marketing and digital advancements while developing students' analytical, strategic, and creative thinking. It aims to equip learners with foundational skills essential for entry-level roles and further specialization in the digital marketing field.

Course Objectives:

- 1) To provide students with conceptual clarity on digital marketing and its evolution.
- 2) To differentiate between traditional and digital marketing strategies.
- 3) To introduce students to various tools of digital marketing such as content marketing, email marketing, and social media.
- 4) To develop students' understanding of ethical practices in digital promotion.
- 5) To enable students to understand the management of digital campaigns including advertising on major platforms.

Unit	Contents	Lectures
Unit I Introduction to Digital Marketing	<ul style="list-style-type: none"> • Digital Marketing: Meaning, Definition, Significance and Types • Traditional Marketing Vs Digital Marketing • Social Media Marketing: Concept, Tools of Social Media Marketing • Content Marketing: Concept and Process • Email Marketing: Concept and Types • Ethics in Digital Marketing 	15
Unit II Management of Digital Marketing	<ul style="list-style-type: none"> • Digital Advertising: Concept, Significance and Process • YouTube Advertising: Concept and Importance • Facebook Advertising: Concept and Importance • Instagram Advertising: Concept and Importance • Artificial Intelligence in Digital Marketing: Concept and Significance • Career Opportunities in Digital Marketing 	15

Course Outcome:

After successful completion of the course, students will be able to:

1. Demonstrate foundational knowledge of digital marketing and its core components.
2. Differentiate and compare traditional vs. digital marketing strategies effectively.
3. Apply basic digital tools such as social media platforms, content creation methods, and email strategies.
4. Evaluate and apply ethical practices in digital marketing.
5. Explain and manage digital advertisements across platforms like YouTube, Facebook, and Instagram.
6. Analyze emerging trends including the role of Artificial Intelligence in digital marketing and explore career opportunities in the field.

Suggested References

1. **Philip Kotler, Hermawan Kartajaya, Iwan Setiawan** – *Marketing 4.0: Moving from Traditional to Digital*
2. **Seema Gupta** – *Digital Marketing* (McGraw Hill Education)
3. **Ryan Deiss & Russ Henneberry** – *Digital Marketing for Dummies*
4. **Damian Ryan** – *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*
5. **Chaffey, Ellis-Chadwick** – *Digital Marketing: Strategy, Implementation and Practice*
6. Articles from *Google Digital Garage*, *HubSpot Academy*, and *Meta Blueprint* for updated trends and tools