

B. Com (Hons)

MDE

Semester-2

Management in Digital Environment

Course Code- DSC-M-MDE-123

Credit Mark Distribution -04

Unit 1	<p><u>Understanding Digital Environment</u></p> <ul style="list-style-type: none">• Understanding Internet• Difference between Internet and Web• Understanding Websites• Origin and Development of Digital marketing• What is Digital Market and Marketing• The Role of Internet in Transporting Digital Marketing• Difference between Traditional Marketing and Digital Marketing• Downside of Traditional Marketing and Benefits of Digital Marketing• Tools of Digital Marketing
Unit 2	<p><u>Social Media Marketing</u></p> <ul style="list-style-type: none">• What is social media and Social Media Marketing• Understanding the Existing Social Media Paradigm• How social media marketing is different from other forms of internet marketing.• Marketing on Social Networking Websites• Viral marketing and its importance• Understanding Tools of Social Media Marketing (Facebook, Instagram, Twitter, LinkedIn, Email, WhatsApp, Snapchat YouTube etc)• Social Media Marketing Mix• Concept of SEO (Search Engine Optimisation)

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Unit 3	<p><u>Advertising in Digital Environment</u></p> <ul style="list-style-type: none"> • Concept of Advertisement • Difference between Advertisement & Publicity • Offline VS Online Advertisement • What is Online Advertising • Types of Online Advertising • Display Advertising – Banner Ad, Pop ups & Pop Under Ads Rich Media Ads • Contextual Advertising – In text Ads, In Image Ads, In Video Ads, In Page Ads • What are payments module? • Concept of AdSense, Blogging & Vlog
Unit 4	<p><u>E Commerce</u></p> <ul style="list-style-type: none"> • What is E- Commerce • Types of E Commerce • E Commerce Scenario in India • Importance and Objectives of E Commerce • E Commerce Marketing • Security issues in E Commerce • Legal Consideration in E Commerce • Using Affiliate Marketing to Promote E Commerce Business

Pre-requisite – Student should have primary understanding of the marketing internet and social media.

Co-requisite- Online Branding, Consumer emotions, Google analytics, Marketing analytics.

Mode of Evaluation: Evaluation will be divided in two parts.

External: Annual Examination will be conducted by the Gujarat University of 50 Marks (4 Descriptive Questions and 1 MCQ)



Internal: Internal Evaluation will be decided by the University time to time and instructed to colleges. Following can be consider as the model evaluation system.

[Out of 50 Marks, 25 Marks will be awarded on the basis of Internal Evaluation Mechanism (E.g., Mid Term Examination, CIE). For 15 Marks following Assessment tools can be used. And 10 Marks will be given on the basis attendance.]

Assessment Tools:

Following Assignments (Anyone) can be given to the students for the purpose of internal assessment.

- Presentation on any Company's Digital Marketing Strategies
- Symposium
- Case Study
- Creating any social media page for college/institution
- Marketing Survey (Primary)
- Creating Blog or Vlog

Course Objectives:

- To make the student aware of the Digital marketing Scenario.
- To make the student understand various concepts related to Online marketing and social media marketing.
- To make students conversant with management in digital environment
- To make student capable and confident of Applied digital marketing.

Course Outcome

- Applying the Concept of Online Marketing in Real life.
- Analyse the role of digital marketing with the help of social media marketing tools.
- Strategic marketing and social media marketing for events.



- Knowledge and ability to identify risk areas, evaluate safety measures & demonstrate the ability to review, analyse events.
- Understand the opportunities, challenges, and issues in designing and implementing digital marketing strategies.
- Demonstrate evidence of emerging social media and virtual marketing
- Student will be competent enough to start ecommerce business

FBLD (Flip Blended Learning Design Template)

- Any One Unit from the above syllabus can be discussed by the faculty through online mode.
- Online mode can be SWAYAM MOOC Course or any other suggested by the UGC or Gujarat University.

Taxonomy

College can appoint any one of the Taxonomies as per their convenience.

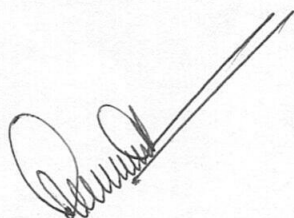
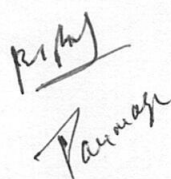
1. Blooms Taxonomy – Revised
2. SOLO Taxonomy
3. Finks Taxonomy
4. 6Facets Taxonomy

MOOC Courses

On digital marketing, Social media marketing, ecommerce, online advertising etc topics related to management of digital environment which is part of the above syllabus.

1. https://onlinecourses.swayam2.ac.in/imb24_mg43/preview
2. https://onlinecourses.swayam2.ac.in/cec24_mg02/preview

References

Author/s	Name of the Book	Publisher
Michael Miller	B2B Digital Marketing	Pearson
Seema Gupta	Digital Marketing	Mc Grawhill
Princi Gupta and Gaurav Sharma	Digital Marketing "An Insight to Fundamentals Strategies & Implementations	Notion Press India Pvt Limited
Swaminathan and Karthik Kumar	Digital Marketing from Fundamentals to Future	Cengage Learning India Pvt. Ltd.
Gurudutta Japee Preeti Oja	Digital Marketing	Authors Press

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