B.J. VANIJYA MAHAVIDYALAYA

(Autonomous) (Grant-In-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from – December 2025

Bachelor of Business Administration (General)

Semester – IV

Course Code	UM04VABBA04	Title of the Course	Digital Marketing
Total Credits of the Course	02	Hours per week	02

Course Objectives:	1) To impart basic skills for digital marketing.
	2) Understand digital marketing concepts and integration with traditional marketing methods.
	3) Learn Steps of effective marketing.
	4) To familiarize with market ongoing process.

Course Content		
Unit No.	**Description**	**Weightage (%)**
1	**Introduction to Digital Marketing:** • Meaning and Definition of Digital Marketing • Evolution of Marketing – Traditional vs. Digital • Importance and Scope of Digital Marketing in Today's Business World • Components of Digital Marketing. • Challenges and Opportunities in Digital Marketing	50%
2	**Advertising Tools & its Optimization:** • Concept and role of advertising tools. • Different digital advertisement - Search Engine Advertising (SEA), Display Advertising, Social Media Advertising, Mobile Advertising, Email Advertising, Influencer Advertising • Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship • YouTube Advertising – introduction, importance, Types of YouTube Ads, Advantages and limitations of YouTube Advertising	50%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes,Assignments, Case Study and Browsing E- Resources.

Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		**50 (100%)**	**25 (100%)**
Final Examination (%)		**50 (100%)**	**25 (100%)**

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Understand the fundamentals of digital marketing and its role in business.
2)	Create and manage digital marketing campaigns across various platforms.
3)	Use tools for SEO, social media, email, and paid advertising effectively.
4)	Recognize ethical issues and best practices in digital marketing.

Sr. No.	Suggested References:
1)	Quick win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition
2)	Digital Marketing, S. Gupta, McGraw-Hill
3)	Digital Marketing -1 Kamat and Kamat-1- Himalaya Publication
4)	Marketing Strategies for Engaging the Digital Generation, D. Ryan
5)	Digital Marketing, V. Ahuja, Oxford University Press
6)	Digital Marketing: Strategy, Implementation & Practice-Dave Chaffey, Pearson Education

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://www.youtube.com/playlist?list=PLEiEAq2VkUULAXukX4O2pC5Dlod68wJXD
2)	https://www.youtube.com/watch?v=uRma-bTM-EE

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