

		Lecture Plan					
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa							
Name of Faculty: Ms.Priyanka Thanekar		Subject: Digital Marketing(VET)					
Paper code: CBM221		Program: S.Y.B.COM (COMMERE)				Division: -	
Academic year: 2024-2025		Semester: IV				Total Lectures: 30	
Course Objectives:1. To familiarise students with the basic knowledge of Digital Marketing. 2. To acquaint students with Website Design and Digital Campaigning. 3. To acquaint students with Social Media Marketing.							
Course Outcome: After completion of this course, the learners will be able to: 1. Explain the basic concepts of Digital Marketing 2. Identify various elements of Website Design 3. Identify various elements of Digital Campaigning 4. Evaluate various platforms for social media marketing.							
Student Learning Outcome: After completion of this course, the learners will be able to: 1. Explain the basic concepts of Digital Marketing 2. Identify various elements of Website Design 3. Identify various elements of Digital Campaigning 4. Evaluate various platforms for social media marketing.							
Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
December 2025	09/12/24	14/12/24	4	Unit 2: Website Design and Digital Campaigning Basics of website design and development	Group discussions,		

	16/12/24	21/12/24		Elements of a good website	Seminars, Case studies		Ahuja, V. (2015). Digital Marketing (First ed.). Oxford University Press.
January-February 2025	02/01/25	04/01/2025	9	Digital Campaigning – Meaning, definition, overview			
	06/01/25	11/01/25		Digital Campaigning – Types			Cecilia, F. (2019). Introduction to Digital Marketing (First ed.). BPB Publications
	13/01/25	18/01/25		POEM Framework-Paid Media			
	20/01/25	25/01/25		POEM Framework-Owned Media			
	27/01/25	01/02/25		POEM) Framework- Earned Media			
February-March 2025	03/02/25	08/02/25	8	Campaign planning & Creative communications for social media platforms.			Cecilia, F. (2019). Introduction to Digital Marketing (First ed.). BPB Publications.
	09/02/25	15/02/25		Unit 3: Social Media Marketing Fundamentals of Social Media Marketing and its significance, Platforms for Social Media Marketing	Group discussions, Seminars, Case studies		
	17/02/25	22/02/25		YouTube Marketing: Basics of creating a video on YouTube; building a content strategy; gaining a subscriber and expanding the reach.			Krishna, V. V. (2023). Digital Marketing for Beginners: A Road Map to Successful Career in Digital Marketing (First ed.). Notion Press. 9. Kumar, S., & Kaur, S. (2023).
	24/02/25	01/03/25		Facebook Marketing: Introduction to Facebook; creating an account in Facebook; creating a Facebook Business Page; Facebook Page Optimization; How to develop business through Facebook.	Group discussions, Seminars, Case studies		Taxmann's Digital Marketing – Thorough, up-to-date book on digital marketing principles, analytics, etc., including AI, AR, and VR presented via case studies, visual presentations,

							etc. (First ed.). Taxmann Publications.
March 2025	03/03/25	08/03/25		Facebook Marketing: Introduction to Facebook; creating an account in Facebook; creating a Facebook Business Page; Facebook Page Optimization; How to develop business through Facebook.			
	10/03/25	15/03/25		LinkedIn Marketing: Introduction to LinkedIn and its interface; creating personal LinkedIn profile; creating a Business Page on LinkedIn, Learn paid advertising with LinkedIn.			
	17/03/25	22/03/25		LinkedIn Marketing: Introduction to LinkedIn and its interface; creating personal LinkedIn profile; creating a Business Page on LinkedIn, Learn paid advertising with LinkedIn.			
	24/03/25	29/03/25		Instagram: How to create an account on Instagram; Instagram marketing for Brands; Importance of Instagram marketing. X (Formerly Twitter): How to create an account on X; X marketing for Brands; X marketing best practices.	Group discussions, Seminars, Case studies		
March-April 2025	31/03/25	05/04/25	4	Instagram: How to create an account on Instagram; Instagram marketing for Brands; Importance of Instagram marketing. X (Formerly Twitter): How to create an account on X; X marketing for Brands; X marketing best practices.			Quick Win Digital Marketing (First ed.). (2009). Oak Tree Press.
	07/04/25	11/04/25		X (Formerly Twitter): How to create an account on X; X marketing for Brands; X marketing best practices.			
Assessment Rubrics	Component	Max Marks					
	ISA 1	10					
	ISA 2	10					
	Practical						

Project	
Semester End Exam	80