

Lecture Plan		
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa		
Name of Faculty: Mrs. Pragati K.Kerkar	Subject: Digital Marketing (VET)	
Paper code: CBM-221	Program: S.Y.B.COM	Division: Not Applicable
Academic year: 2024-25	Semester: IV	Total Lectures:30
Course Objectives: Objectives of the Course are: 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. 4. To provide students the understanding of various aspects of social media management.		
Course Outcome: 1. Explain the basic concepts of Digital Marketing 2. Identify various elements of Website Design and types of Digital Campaigning 3. Evaluate various platforms for social media marketing. 4. Interpret the process and tools used for Social Media Management.		
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 and types of Digital Campaigning 3. Evaluate various platforms for social media marketing. 4. Interpret the process and tools used for Social Media Management.		

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
December 2024, January 2025	09/12/24	14/12/24	7	Unit 1: Introduction to Digital Marketing Meaning of Digital Marketing		Smart board PPT	Gupta, S. (2022). Digital Marketing (Third ed.). McGraw Hill.
	16/12/24	21/12/24		Features of Digital Marketing;			
	02/01/25	04/01/25		Importance of Digital Marketing;			
	06/01/25	11/01/25		Digital Marketing vs Traditional Marketing;			
January 2025, February 2025	13/01/25	18/01/25	8	Channels of Digital Marketing;		Smart board PPT	Management Study Guide - Courses for Students, Professionals & Faculty Members.
	20/01/25	25/01/25		Meaning of Influencer Marketing;			
	27/01/25	01/02/25		Concept of Content Marketing;			
	03/02/25	08/02/25		Concept of Search Engine Optimization (SEO).			
	10/02/25	15/02/25		Concept of Social Media Marketing			
February 2025, March 2025,	17/02/25	22/02/25		Unit 4: Social Media Management Meaning,		Smart board	Ahuja, V. (2015). Digital Marketing (First ed.). Oxford University Press
	24/02/25	01/03/25		importance and challenges of Social Media Management;			
	03/03/25	08/03/25		The relationship between Social Media Management and Organizational Performance;			

PPT

	10/03/25	15/03/25	7	Essential skills required for a Social Media Manager;			Agarwal, D.K. Textbook of Logistics and Supply Chain Management. Macmillan, India
March 2025, April 2025	17/03/25	22/03/25	8	Steps in social media Management – understanding business brand,		Smart board PPT	
	24/03/25	29/03/25		knowing the target audience, setting organisational goals,			
	31/03/25	05/04/25		creating accounts on multiple platforms, creating quality content,			
	07/04/25	11/04/25		monitoring and reporting on social content performance			

Assessment Rubrics	Component	Max Marks
	ISA 1	10
	ISA 2	10
	Practical	
	Project	
	Semester End Exam	80