

Lecture Plan															
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa															
Name of Faculty: Ms.Priyanka Thanekar		Subject: Digital Marketing													
Paper code: CBM221		Program:S.Y B.COM				Division: -									
Academic year: 2025-2026		Semester: IV				Total Lectures: 60									
<p>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. 4. To provide students the understanding of various aspects of social media management.</p>															
<p>Course Outcome: After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 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. 															
<p>Student Learning Outcome: After completion of this course, the learners will be able to:</p> <ol style="list-style-type: none"> 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 2025	01/12/25	6/12/25	14	<p>Syllabus Discussion</p> <p>Unit 1: Introduction to Digital Marketing : Meaning, features of International Marketing</p> <p>Importance of Digital Marketing; Digital Marketing vs Traditional Marketing; Channels of Digital Marketing; Meaning of Influencer Marketing;</p> <p>Digital Marketing vs Traditional Marketing; Channels of Digital Marketing; Meaning of Influencer Marketing;</p> <p>Meaning of Influencer Marketing;</p>	PPT	Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing (Eighth ed.). Pearson Education Limited.
8/12/25	13/12/25					
15/12/25	20/12/25					
22/12/25	23/12/25					
January 2026	01/01/26	10/01/26	16	<p>Concept of Content Marketing ,Concept of Search Engine Optimization (SEO).</p> <p>Unit 2: Website Design and Digital Campaigning</p> <p>Basics of website design and development</p>		Chaffey, D., & Ellis-Chadwick, F. (2022). Digital Marketing (Eighth ed.). Pearson Education Limited.
	12/01/26	17/01/26		Elements of a good website; Digital Campaigning – Meaning, Types		
	19/01/26	24/01/26		Digital Campaigning – Paid, Owned, and Earned Media (POEM) Framework		
	27/01/26	31/01/26		Campaign planning and creative communications for social media platforms.		

February 2026	2/02/26	7/02/26	<p>Campaign planning and creative communications for social media platforms.</p> <p>Unit 3: Social Media Marketing : Fundamentals of Social Media Marketing and its significance; Platforms for Social Media Marketing:</p> <p>YouTube Marketing: Basics of creating a video on YouTube; building a content strategy; gaining a subscriber and expanding the reach.</p> <p>Facebook Marketing: Introduction to Facebook; creating an account in Facebook; creating a Facebook Business Page; Facebook Page Optimization; How to develop business through Facebook.</p> <p>LinkedIn Marketing: Introduction to LinkedIn and its interface; creating personal LinkedIn profile; creating a Business Page on LinkedIn, Learn paid advertising with LinkedIn.</p> <p>Instagram: How to create an account on Instagram; Instagram marketing for Brands; Importance of Instagram marketing.</p>	PPT	Internet
	9/02/26	14/02/26			
	16/02/26	21/02/26			
	23/02/26	28/02/26			
March 2026	02/03/26	07/03/26	<p>X (Formerly Twitter): How to create an account on X; X marketing for Brands; X marketing best practices.</p> <p>Unit 4: Social Media Management Meaning, importance and challenges of Social Media Management</p>		<p>Kamat, N., & Kamat, C. N. (2017). Digital Marketing (First ed.). Himalaya Publishing House.</p>
	09/03/26	14/03/26			
			The relationship between Social Media Management and Organizational Performance; Essential skills required for a Social Media Manager		

	16/03/26	21/03/26	<p>Steps in social media Management – understanding business brand, knowing the target audience</p> <p>setting organisational goals, creating accounts on multiple platforms, creating quality content</p> <p>monitoring and reporting on social content performance</p>			
	23/03/26	28/03/26				
	30/03/26	31/03/26				
Assessment Rubrics						
Component Max Marks	ISA 1	10				
	ISA 2	10				
	ISA 3	10				
	Project					
	Semester End Exam	80				