



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL OF
ENGINEERING &
TECHNOLOGY**

Department of Mechanical Engineering



COURSE

Digital Marketing (VAC-503)

VALUE ADDED
COURSE BROCHURE-30 HRS
2023-24

ABOUT THE UNIVERSITY

Sharda University envisions to serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship. It has 13,000+ students from 95+ countries, 29 states, and Union Territories, providing cultural diversity and global exposure to students. It has 26000+ alumni who are today leaders in their realms. Sharda University is **NAAC A+** University with Overall **NIRF Rank of 87**. Teaching Learning Center at Sharda University is to equip the faculty members with the expertise, skills and knowledge they need for capacity building of students. Teaching as a profession requires highly specialized skills and knowledge to impact significantly on student learning and therefore teachers must refine their conceptual and pedagogical skills.

ABOUT SCHOOL

Sharda School of Engineering and technology is an open platform for diverse voices where teaching runs parallel to the real world and students are groomed to join the global workforce. SSET is distinguished as one of the top-ranked engineering schools in India. The students at SSET benefit through the professional grooming of renowned faculty and industry experts having experience of tackling pressing engineering problems. Students discover their passion in one of the various offered Engineering majors at the School of Engineering and technology.

ABOUT DEPARTMENT

The department of mechanical engineering is one of the broadest and oldest in the Sharda School of Engineering and Technology, which is constantly evolving with advancements in technology, especially in Automotive Electrical Vehicles, Mechatronics, and Digital Manufacturing. The department offers B. Tech Mechanical Engineering and M. Tech Mechanical Engineering. In addition to theoretical coursework, mechanical engineering students also have access to well-equipped laboratories such as the Mechanical Simulation Laboratory, Computer-Aided Design and Drafting, Mechanical Workshop, Manufacturing Technology Laboratory, Mechanics of Machines and Solids Laboratory, Fluid Mechanics and Turbo Machinery Laboratory, Heat Transfer and RAC Laboratory, IC Engines, Automobile Engineering, and Mechatronics Engineering Laboratory, where they can gain hands-on experience in testing and evaluating mechanical systems. These laboratories include facilities for design simulation, materials testing, thermal testing, fluid mechanics, advance machining processes, automobile engineering and control systems.

VALUE ADDED COURSE (VAC)

The Value added Education Courses aim to provide additional learner centric graded skill oriented training, with the primary objective of improving the employability skills of students.

PURPOSE OF VALUE ADDED COURSE

VACs are pertinent instructional strategies designed to close knowledge gaps in students and provide them a competitive edge in the Job market. The courses' well-defined offspring VACs make them incredibly helpful for enhancing Students' employability quotient by developing a variety of competencies. It aids pupils in laying the creative groundwork for a passion project. (Computers project, quantitative analytics, etc) aside from their occupation courses offering characteristics that can assist in transforming their enthusiasm into occupation. Students can understand basic concepts and terminology of cloud technologies in the current IT environment. Students can classify and analyze the terms of virtualization and its types along with services, types, and challenges with cloud applications.

COURSE DESCRIPTION

This course provides a comprehensive overview of the rapidly evolving field of digital marketing. Students will start by gaining a foundational understanding of the digital landscape, exploring key concepts, and understanding the interconnectedness of various online channels.

RESOURCE PERSON

Mr. R S Ojha

Mr. R S Ojha Graduated in B.E. in Mechanical Engg From NIT Trichy in 1988 and Post-Graduation in the same from IIT Roorkee in 1996. He has got a varied and rich experience of which more than 7 years is industrial and of past 20 years in academics. His areas of interest include Production and Industrial management, Welding Technology.

Experience: 30+ years

COURSE SCHEDULE

Unit	Content	Duration
1	Fundamentals of Digital Marketing & Its Significance, Traditional Marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape.	2 h
2	The terminology used in Digital Marketing, PPC,, Social Media Marketing,	2 h
3	Affiliate Marketing, Email Marketing, Mobile Marketing	2 h
4	Social Media Marketing& its significance. The necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.	2 h
5	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Accounts, Facebook audience & types, Facebook Avatar, Apps, Live, Hashtags	2 h
6	LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign	2 h
7	Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords: keyword intent and Selection process, Keyword Planner tools	2 h
8	On-page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in	2 h
9	Off-page Optimization- About Off-page optimization, Authority & hubs, Backlink, Blog Posts, Press Releases, Forums, Unnatural links.	2 h
10	Website Planning & Development- Website, Types of Websites, Phases of website development, , Domain & Web Hosting: - Domain, Types of Domain, Where to Buy Domain, Webhosting, how to buy Webhosting	2 h
11	Building Website using WordPress-What is Word press, CMS, Post, and Page	2 h
12	Word press Plug-ins- Different Plug-ins, social media Plug-ins, page builder plug-ins: the elementor, how to insert a section, how to insert a logo, Google Microsites	2 h
13	Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising: - Process & players, Display Advertising Media, Digital metrics	2 h
14	Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting: - Contextual targeting, remarking, Demographics, Geographic & Language Targeting.	2 h
15	Display adverting, different types of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & AdSense. YouTube Advertising:- YouTube Channels, YouTube Ads, Type of Videos	2 h
Total		30 h

School: SSET
Program: M.Tech
Branch: ALL

Batch: 2023-24
Current Academic Year: 2023-24
Semester: II

1. Course Code	VAT 503	
2. Course Title	Digital Marketing	
3. Credits	0	
4. Contact Hours (L-T-P)	30 Hours	
Course Type	Value added course	
5. Course Objective	<ul style="list-style-type: none"> The objective of this course is to equip students with a comprehensive understanding of digital marketing strategies, tools, and techniques. Participants will gain practical knowledge to create, implement, and analyze digital marketing campaigns, enabling them to thrive in the dynamic and competitive online business environment. 	
6. Course Outcomes	<p>The student will be able to</p> <p>CO1: Start careers. Diverse and Popular Jobs. CO2: Earn money as a freelancer digital marketer. CO3: Access specializations like Email Marketing, Social Media Marketing, Influencer Marketing, Brand Marketing, Offline Marketing and much more. CO4: Get attractive Salary Package. CO5: Get flexible Jobs. CO6: Get Jobs Unaffected by Recession</p>	
7. Course Description	This course provides a comprehensive overview of the rapidly evolving field of digital marketing. Students will start by gaining a foundational understanding of the digital landscape, exploring key concepts, and understanding the interconnectedness of various online channels.	
8. Outline syllabus		CO Mapping
Unit 1	Introduction to Digital Marketing	
A	Fundamentals of Digital Marketing & Its Significance, Traditional Marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape.	CO1
B	The terminology used in Digital Marketing, PPC,, Social Media Marketing,	CO1
C	Affiliate Marketing, Email Marketing, Mobile Marketing	CO1
Unit 2	Social Media Marketing	
A	Social Media Marketing& its significance. The necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.	CO2
B	Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, Setting up Facebook Advertising Accounts, Facebook audience & types, Facebook Avatar, Apps, Live, Hashtags	CO2
C	LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign	CO2
Unit 3	Search Engine Optimization	
A	Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, What is Googlebot (Google Crawler), Types Of SEO technique, Keywords: keyword intent and Selection process, Keyword Planner tools	CO3
B	On-page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in	CO3
C	Off-page Optimization- About Off-page optimization, Authority & hubs, Backlink, Blog Posts, Press Releases, Forums, Unnatural links.	CO3
Unit 4	Website Hosting using WordPress	
A	Website Planning & Development- Website, Types of Websites, Phases of website development, Domain & Web Hosting: - Domain, Types of Domain, Where to Buy Domain, Webhosting, how to buy Webhosting	CO4
B	Building Website using WordPress-What is Word press, CMS, Post, and Page	CO4
C	Word press Plug-ins- Different Plug-ins, social media Plug-ins, page builder plug-ins: the elementor, how to insert a section, how to insert a logo, Google Microsites	CO4
Unit 5	Advertising Tools and their Optimization	
A	Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising: - Process & players, Display Advertising Media, Digital metrics	CO5
	Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, Targeting: - Contextual targeting, remarking, Demographics, Geographic & Language Targeting.	
B	Display advertng, different types of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI	CO5
C	measurement techniques, AdWords & AdSense. YouTube Advertising:- YouTube Channels, YouTube Ads, Type of Videos.	CO6
Mode of examination	Assignment/quizzes/practical	