

SIDO KANHU MURMU UNIVERSITY, DUMKA

(A State University recognized under Section 2(f) & 12(B) of the UGC Act, 1956)



ASSOCIATED VOCATIONAL & ELECTIVE COURSE SYLLABUS

OF

DIGITAL MARKETING AND MANAGEMENT FOR COMMERCE STREAM STUDENTS

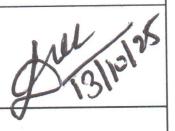
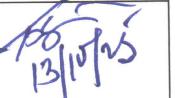
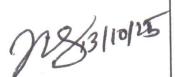
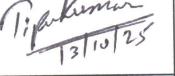
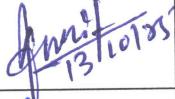
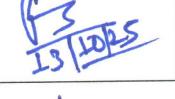
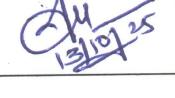
In accordance with the
Implementation of FYUGP in State Universities of
Jharkhand Regulations, 2024

*Implemented from
Academic Session 2025-2029 Onwards*

Minutes of the Board of Studies Meeting

A meeting of the **Board of Studies** for the review, modification, and finalization of **Digital Marketing and Management (Associated Vocational & Elective Course)** syllabus for the **Four-Year Undergraduate Programme (FYUGP)**, in accordance with the *Implementation of FYUGP in State Universities of Jharkhand Regulations, 2024*, was convened on **13.10.2025**. After a detailed review and minor modifications, the committee **unanimously accepted and recommended** the syllabi for approval.

The following members of the Board of Studies were present:

S. NO.	MEMBERS	SIGNATURE
1.	Dipak Kumar Das (Chairperson) HOD, University Department of Commerce, SKMU, Dumka	 13/10/25
2.	Dr. Ravindra Kumar (External Member) Associate Professor, Yogoda Satsang College, Ranchi University, Ranchi	 Join online
3.	Dr. T.P Singh (Member) Associate Professor, Dean, Faculty of Commerce	 13/10/25
4.	Dr. Binod Murmu (Member) Assistant Professor, University Department of Commerce, SKMU, Dumka	 13/10/25
5.	Amit Nag (Member) Assistant Professor, Department of Commerce, A.S. College, Deoghar, SKMU, Dumka	 13/10/25
6.	Dr. Gyan Chand (Member) NBAP, University Department of Commerce, SKMU, Dumka	 13/10/25
7.	Tipu Kumar (Member) NBAP, University Department of Commerce, SKMU, Dumka	 13/10/25
8.	Amrit Horo (Member) NBAP, University Department of Commerce, SKMU, Dumka	 13/10/25
9.	Ranjeet Kumar Prasad (Member) NBAP, Department of Commerce, Madhupur College, Madhupur, SKMU, Dumka	 13/10/25
10.	Ajit Mandal (Member) NBAP, Department of Commerce, A.S. College, Deoghar, SKMU, Dumka	 13/10/25


13/10/25
Dipak Kumar Das
(Chairperson)
HOD


H.O.D.
University Department of Commerce

ASSOCIATED VOCATIONAL COURSE (DIGITAL MARKETING AND MANAGEMENT) SYLLABUS, DUMKA
KANHU MURMU UNIVERSITY, DUMKA

SEMESTER WISE ASOCIATED CORE & ELECTIVE COURSE SUBJECT COMBINATION OF DIGITAL MARKETING AND MANAGEMENT

Semester	Course Category	Code	Papers	Credits
Semester II	Associated Core (DIGITAL MARKETING AND MANAGEMENT)	AC-FDM	Fundamental of Digital Marketing	4
Semester IV	Elective Core (DIGITAL MARKETING AND MANAGEMENT) - 1	ELC- FDM - 1	E-Commerce and Digital Business Management	4
Semester VI	Elective Core (DIGITAL MARKETING AND MANAGEMENT) - 2	ELC- FDM - 2	Legal and Ethical Issues in Digital Marketing	4
Semester VIII	Elective Core (DIGITAL MARKETING AND MANAGEMENT) - 3	ELC- FDM - 3	Fieldwork / Internship / Project Report/ Dissertation	4

INSTRUCTIONS FOR QUESTION SETTER

1. Semester Internal Examination (25 Marks)-

The **Semester Internal Examination (SIE)** will be of **25 marks** in total, which includes **20 marks for the test** and **5 marks for attendance/Class Overall Performance**. The question paper will have **two groups**.

Group A will have two questions:

- **Question 1:** Five very short answer questions (1 mark each, total 5 marks)
- **Question 2:** One short answer question of 5 marks

Group B will have two descriptive questions of 10 marks each. Students will have to answer **any one** (total 10 marks).

The remaining **5 marks** will be given based on **class attendance** as follows:

- Up to 45% attendance: 1 mark
- 46% to 54%: 2 marks
- 55% to 64%: 3 marks
- 65% to 74%: 4 marks
- 75% and above: 5 marks

2. End Semester Examination (75 Marks)

The **End Semester Examination (ESE)** will be of **75 marks** and will also have **two groups**.

Group A is compulsory and will have:

- **Question 1:** Five very short answer questions (1 mark each, total 5 marks)
- **Questions 2 and 3:** Two short answer questions (5 marks each, total 10 marks)

Group B will have **six descriptive questions**, each carrying **15 marks**. Students need to answer **any four** (total 60 marks).

Note: Some questions may be divided into smaller parts if needed

Question Pattern:

Question format for 20 Marks:

F.M. =20	Subject/ Code Time=1Hr.	Exam Year
General Instructions:		
i. Group A carries very short answer type compulsory questions. ii. Answer 1 out of 2 subjective/ descriptive questions given in Group B. iii. Answer in your own words as far as practicable. iv. Answer all sub parts of a question at one place. v. Numbers in right indicate full marks of the question.		
Group A		
1.	i.	[5x1=5]
	ii.	
	iii.	
	iv.	
	v.	
2.	[5]
Group B		
3.	[10]
4.	[10]
Note: There may be subdivisions in each question asked in Theory Examination.		

Jharkhand, NEP Regulations for FYUGP, 2022 onwards

Question format for 75 Marks:

F.M. = 75	Subject/ Code Time=3Hrs.	Exam Year
General Instructions:		
i. Group A carries very short answer type compulsory questions. ii. Answer 4 out of 6 subjective/ descriptive questions given in Group B. iii. Answer in your own words as far as practicable. iv. Answer all sub parts of a question at one place. v. Numbers in right indicate full marks of the question.		
Group A		
1.	i.	[5x1=5]
	ii.	
	iii.	
	iv.	
	v.	
2.	[5]
3.	[5]
Group B		
4.	[15]
5.	[15]
6.	[15]
7.	[15]
8.	[15]
9.	[15]
Note: There may be subdivisions in each question asked in Theory Examination.		

SEMESTER – II

COURSE: ASSOCIATED CORE DIGITAL MARKETING AND MANAGEMENT
PAPER: FUNDAMENTAL OF DIGITAL MARKETING

TOTAL CREDITS: THEORY-04
TEACHING HOURS: THEORY-60

EVALUATION		
	External Exam	Internal Exam
Full Marks	75	25 (20 Written + 5 Attendance/Overall Class Performance)
Duration of Exam	3 Hours	1 Hour
Pass Marks		40 Marks

COURSE OBJECTIVES:

- Introduce students to the core concepts and tools of digital marketing.
- Understand various digital marketing channels and their applications.
- Develop the ability to plan and implement digital marketing strategies.
- Analyze digital marketing metrics for performance improvement.

COURSE OUTCOMES:

After completing this course, students will be able to:

- Understand the scope and significance of digital marketing in the modern business world.
- Use digital platforms such as search engines, social media, and email effectively for marketing.
- Develop and implement a basic digital marketing strategy.
- Analyse key metrics and performance indicators in digital campaigns.
- Demonstrate familiarity with tools like Google Analytics, Ads Manager, and SEO plugins.

COURSE CONTENTS:**UNIT 1: Introduction to Digital Marketing**

Definition and Evolution of Digital Marketing, Traditional vs. Digital Marketing, Benefits and Challenges of Digital Marketing, Digital Marketing Channels Overview: Owned, Paid, Earned, Digital Consumer Behaviour and Buyer Journey, Current Trends in Digital Marketing

UNIT 2: Search Engine and Content Marketing

Introduction to Search Engine Optimization (SEO), On-page and Off-page SEO Techniques, Keyword Research and Tools, Content Marketing Strategy and Types of Content, Blogging and Video Marketing, Tools.

ASSOCIATED VOCATIONAL COURSE (DIGITAL MARKETING AND MANAGEMENT) SYLLABUS FOR FYUGP, SIDO KANHU MURMU UNIVERSITY, DUMKA

UNIT 3: Social Media, Email & Mobile Marketing

Overview of Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube), Paid Advertising: Facebook Ads, Instagram Promotions, LinkedIn Ads, Social Media Strategy and Content Planning, Email Marketing: List Building, Email Design, Campaign Tools (Mailchimp, ConvertKit), Mobile Marketing: SMS, Push Notifications, In-App Marketing

UNIT 4: Digital Analytics and Strategy

Web Analytics: Introduction to Google Analytics, Traffic Sources, Bounce Rate, and Conversion Metrics, Campaign Planning and Execution, Budgeting for Digital Marketing, A/B Testing and Optimization Techniques.

SUGGESTED READINGS:

- Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, *Marketing 4.0: Moving from Traditional to Digital*, Wiley.
- Dave Chaffey & Fiona Ellis-Chadwick, *Digital Marketing*, Pearson Education.
- Ryan Deiss & Russ Henneberry, *Digital Marketing for Dummies*, Wiley.
- Seema Gupta, *Digital Marketing*, McGraw Hill Education.
- Damian Ryan, *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page.
- Google's *Fundamentals of Digital Marketing* course materials (Google Digital Garage - Free Online Resource)

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## SEMESTER – IV

**COURSE:** DIGITAL MARKETING AND MANAGEMENT ELECTIVE COURSE -1  
**PAPER:** E-COMMERCE AND DIGITAL BUSINESS MANAGEMENT

**TOTAL CREDITS:** THEORY-04  
**TEACHING HOURS:** THEORY-60

| EVALUATION              |               |                                                             |
|-------------------------|---------------|-------------------------------------------------------------|
|                         | External Exam | Internal Exam                                               |
| <b>Full Marks</b>       | <b>75</b>     | 25<br>(20 Written + 5 Attendance/Overall Class Performance) |
| <b>Duration of Exam</b> | 3 Hours       | 1 Hour                                                      |
| <b>Pass Marks</b>       |               | 40 Marks                                                    |

### COURSE OBJECTIVES:

- Provide foundational knowledge of e-commerce and digital business concepts.
- Understand digital platforms and business models used in online trade.
- Analyze digital marketing and CRM strategies.
- Equip students with the ability to manage and operate digital businesses effectively.

### COURSE OUTCOMES:

By the end of the course, students will be able to:

- Explain the key concepts and models of e-commerce and digital businesses.
- Evaluate digital business strategies and revenue models.
- Apply digital marketing tools and technologies in business scenarios.
- Demonstrate understanding of legal, security, and ethical aspects of e-commerce.
- Design a basic digital business plan using appropriate tools and platforms.

### COURSE CONTENTS:

#### **UNIT 1: Introduction to E-Commerce and Digital Business**

Meaning and Concept of E-Commerce, Types of E-Commerce: B2B, B2C, C2C, C2B, B2G, E-Commerce vs Traditional Commerce, E-Business Models and Value Chains, Digital Business Infrastructure, Emerging Trends: Mobile Commerce, Social Commerce, Voice Commerce

## **UNIT 2: Technology Infrastructure and Security**

Internet, Intranet, Extranet, and EDI, Web Development Technologies (HTML, CSS, CMS overview), E-Payment Systems: Credit Cards, Wallets, UPI, Cryptocurrency, Cyber Security Issues in E-Commerce, Digital Signature, SSL Certificates, and Encryption, Legal and Regulatory Environment in E-Commerce (IT Act)

## **UNIT 3: Digital Marketing and CRM**

Digital Marketing Overview: SEO, SEM, SMM, Email Marketing, Content Marketing and, Influencer Strategies, Google Ads and Analytics Basics, Customer Relationship Management (CRM) in Digital Space Tools for CRM (Salesforce, Zoho CRM, etc.), Omnichannel Marketing and Customer Engagement

## **UNIT 4: Managing Digital Business**

Planning and Launching a Digital Business, E-Commerce Website Design and Development Considerations, Supply Chain and Logistics in Digital Business, Performance Metrics and ROI, Case Studies: Amazon, Flipkart, Shopify, Meesho, Paytm, Future of Digital Business: AI, IoT, and Blockchain Integration

### **SUGGESTED READINGS:**

- Efraim Turban, David King, *Electronic Commerce 2018: A Managerial and Social Networks Perspective*, Springer.
- P. T. Joseph, *E-Commerce: An Indian Perspective*, PHI Learning.
- Kenneth C. Laudon & Carol Guercio Traver, *E-Commerce: Business, Technology, Society*, Pearson Education.
- Ravi Kalakota & Andrew B. Whinston, *Frontiers of Electronic Commerce*, Pearson.
- S. Jaiswal, *Doing Business on the Internet: E-Commerce (Electronic Commerce) for Business*, Galgotia Publications.
- Chaffey, Dave, *Digital Business and E-Commerce Management*, Pearson.
- *E-Commerce*, SBPD Publication

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SEMESTER –VI

COURSE: DIGITAL MARKETING AND MANAGEMENT ELECTIVE COURSE -2 **TOTAL CREDITS: THEORY-04**
PAPER: LEGAL AND ETHICAL ISSUES IN DIGITAL MARKETING **TEACHING HOURS: THEORY-60**

| EVALUATION | | |
|-------------------------|----------------------|---|
| | External Exam | Internal Exam |
| Full Marks | 75 | 25
(20 Written + 5 Attendance/Overall Class Performance) |
| Duration of Exam | 3 Hours | 1 Hour |
| Pass Marks | | 40 Marks |

COURSE OBJECTIVES:

- Understand the legal frameworks governing digital marketing practices.
- Identify ethical concerns in the use of digital tools and strategies.
- Analyze the implications of privacy, data protection, and cybersecurity laws.
- Promote responsible and legally compliant digital marketing practices.

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Explain major laws and regulations affecting digital marketing.
- Identify and address ethical dilemmas in online marketing practices.
- Evaluate compliance issues related to privacy, copyright, and data protection.
- Apply ethical standards and best practices in real-world digital marketing scenarios.

COURSE CONTENTS:

UNIT 1: Introduction to Legal and Ethical Issues in Digital Marketing

Overview of Digital Marketing Landscape, Need for Legal and Ethical Frameworks, Core Concepts: Ethics, Morality, and Law, Codes of Conduct and Industry Self-Regulation, Digital Rights Management (DRM)

UNIT 2: Privacy, Data Protection, and Cyber Law

Data Collection and Consumer Consent, IT Act 2000 and Amendments Cookies, Tracking, and Behavioral Advertising Cybersecurity Issues in Digital Marketing Legal Framework for Email and Mobile Marketing

UNIT 3: Intellectual Property and Content Regulation

Copyrights, Trademarks, and Patents in Digital Content, Plagiarism and Content Misuse, Social Media and User-Generated Content Liability, Advertising Standards and False Claims, Legal Issues in Influencer and Affiliate Marketing

UNIT 4: Ethical Marketing Practices

Ethics in Targeting and Personalization, Manipulation, Dark Patterns, and Algorithmic Bias

Corporate Social Responsibility in Digital Campaigns, Whistleblower Policies and Transparency, Future Trends and Ethical Challenges in AI Marketing

SUGGESTED READINGS:

- Sandeep Krishnamurthy, E-Commerce Management: Text and Cases, Cengage Learning.
- Brian Carroll, Ethics in Marketing, Routledge.
- Debra Zahay, Digital Marketing Management, Sage Publications.
- Anne Cronin and Gabriele Griffin, Ethnographies of Neoliberalism, Palgrave (for advanced ethical analysis).
- Legal texts: The Information Technology Act (India).
- Case law and reports from Advertising Standards Council of India (ASCI).

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## SEMESTER – VIII

**COURSE:** DIGITAL MARKETING AND MANAGEMENT ELECTIVE COURSE -3  
**PAPER:** FIELDWORK / PROJECT REPORT/DISSERTATION

**TOTAL CREDITS:** THEORY-04

**TEACHING HOURS:** THEORY-60

### **COURSE OBJECTIVES:**

The objective of this course is to develop students' ability to independently identify, investigate, and analyze a specific problem or topic in their field of study, under the guidance of a faculty supervisor. It aims to equip students with the skills required for systematic research, critical thinking, academic writing, and effective presentation, culminating in the preparation and defines of a comprehensive report or dissertation in accordance with academic and professional standards.

### **COURSE OUTCOMES:**

Upon successful completion of this course, students will be able to:

1. Identify and define a research problem/topic relevant to their field of study, demonstrating the ability to formulate clear research objectives.
2. Apply appropriate research methodologies to gather, analyze, and interpret data in alignment with the selected problem/topic.
3. Prepare a comprehensive, well-structured report/dissertation that meets academic standards for formatting, content, and referencing.
4. Demonstrate critical thinking and problem-solving skills through the investigation and analysis of the chosen research area.
5. Present and defend research findings effectively in a viva-voce examination, addressing questions from experts with clarity and confidence.
6. Adhere to academic integrity and professional ethics throughout the research, writing, and presentation process.

### **COURSE CONTENTS:**

#### **Guidelines for Report/Dissertation Submission and Evaluation**

The Head of the Department (HOD) shall assign a faculty supervisor to each student individually. Under the guidance of the assigned supervisor, the student shall select a problem/topic and, based on the chosen problem/topic, prepare a comprehensive report or dissertation.

The evaluation of the report/dissertation shall take place at the end of the semester, either before or after the university's external examinations. Each student is required to submit a typed copy of their report/dissertation to the department prior to the viva-voce examination.

The viva-voce examination will be conducted in the presence of an external subject expert, who will be appointed by the Controller of Examinations (COE) or the Principal on the recommendation of the HOD. The external examiner may be selected from the following:

1. A permanent Professor, Associate Professor, or Assistant Professor from a postgraduate department of the university or from any constituent college,

**OR**

2. A retired Professor, Associate Professor, or Assistant Professor of the university.

**Evaluation Pattern (100 marks):**

- Field Report / Dissertation (75 marks)
- Viva Voce or Presentation (25 marks)

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