

SIDO KANHU MURMU UNIVERSITY, DUMKA

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



FOUR-YEAR UNDER GRADUATE PROGRAMME (FYUGP)

SYLLABUS

OF

MULTIDISCIPLINARY (MDC) COURSE

ON

DIGITAL MARKETING FOR SEMESTER-II

In accordance with the

Implementation of FYUGP in State Universities of

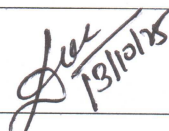
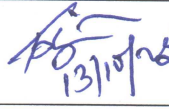

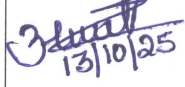
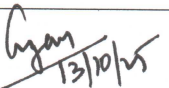
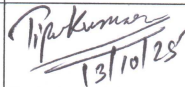
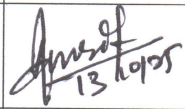
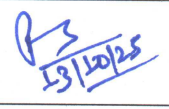

Jharkhand Regulations, 2024

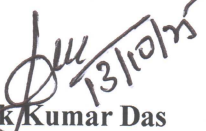
*Implemented from
Academic Session 2025-2029 Onwards*

Minutes of the Board of Studies Meeting

A meeting of the **Board of Studies** for the review, modification, and finalization of **Digital Marketing (Multidisciplinary 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


Dipak Kumar Das
 (Chairperson)
 HOD
 H.O.D.
 University Department of Commerce
 S.K.M.U., Dumka

INSTRUCTIONS FOR QUESTION SETTER

1. 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 75 Marks:

F.M. = 75	Subject/ Code Time=3Hrs.	Exam Year
General Instructions: <ul style="list-style-type: none">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.		
<u>Group A</u>		
1.	i. ii. iii. iv. v.	[5x1=5]
2.	[5]
3.	[5]
<u>Group B</u>		
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:** MULTIDISCIPLINARY (MDC-II)**TOTAL CREDITS:** THEORY-03**PAPER NAME:** DIGITAL MARKETING**TEACHING HOURS:** THEORY-45

EVALUATION (Only the End Semester University Examination will be conducted)	
Full Marks	75 Marks
Duration of Exam	3 Hours
Pass Marks	30 Marks

COURSE OBJECTIVES:

- Understand the fundamental concepts, scope, and applications of digital marketing.
- Gain knowledge of various digital marketing channels, tools, and techniques.
- Learn to design and implement basic digital marketing strategies for different platforms.
- Develop skills in SEO, SEM, social media, content, and email marketing.
- Understand how to analyze and measure digital marketing performance using analytics tools.
- Explore ethical, legal, and emerging trends in the digital marketing field.

COURSE OUTCOMES:

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

- Compare and apply various digital marketing channels effectively.
- Create and manage basic SEO, SEM, and social media campaigns.
- Design content strategies for different digital platforms.
- Implement email marketing and mobile marketing techniques.
- Analyze marketing data to measure performance and improve ROI.
- Apply digital marketing strategies for e-commerce platforms.
- Demonstrate awareness of ethical practices and emerging trends in digital marketing.

COURSE CONTENTS:**UNIT – I: Introduction to Digital Marketing (15 Hrs.)**

- Concept and scope of digital marketing
- Difference between traditional and digital marketing

- Key components of digital marketing: SEO, SEM, Social Media, Email Marketing, Content Marketing, Mobile Marketing
- Digital marketing platforms and tools overview
- Digital consumer behavior and online customer journey
- Basics of website creation and optimization (User Experience & User Interface)

UNIT – II: Core Digital Marketing Strategies (15 Hrs.)

- Search Engine Optimization (SEO) – On-page, Off-page, Technical SEO basics
- Search Engine Marketing (SEM) – Google Ads fundamentals, keyword planning, PPC campaigns
- Social Media Marketing (SMM) – Facebook, Instagram, LinkedIn, YouTube marketing basics
- Content Marketing – Types of content, content planning, blogging, storytelling for brands
- Email Marketing – Email list building, campaign creation, automation basics
- Basics of mobile app marketing and push notifications

UNIT – III: Analytics, Trends, and E-commerce (15 Hrs.)

- Introduction to web analytics (Google Analytics basics)
- Measuring digital marketing performance: KPIs & ROI
- Online reputation management (ORM)
- E-commerce marketing fundamentals – product listings, payment gateways, customer retention strategies
- Digital marketing trends – AI in marketing, influencer marketing, video marketing
- Ethical issues and legal aspects in digital marketing

SUGGESTED READINGS:

1. Ryan, Damian – *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation* (Kogan Page)
2. Chaffey, Dave & Ellis-Chadwick, Fiona – *Digital Marketing: Strategy, Implementation and Practice* (Pearson)
3. Batra, S. & Bansal, D. – *Digital Marketing* (Pearson India)
4. Tuten, Tracy L. & Solomon, Michael R. – *Social Media Marketing* (Sage)
5. Strauss, Judy & Frost, Raymond – *E-Marketing* (Routledge)
