

List of Open Source Software: ----- NIL -----

FOR LAB SESSIONS: NA

List of Experiments: ----- NIL-----

Major Equipment Needed: -----NIL -----

Year: II (Sem IV)

Subject Name: Infographics Design and Digital Marketing

Subject Code: BTCO18202

Type of course: Trans Disciplinary

Prerequisite (if any): -

Offered by: Computer Engineering Department SCET.

Rationale: This course will enable students to learn about various elements of Digital Marketing and strategies for Digital Marketing. By learning the course students will also be able to learn several tools for graphics designing for creative content management.

Teaching and Examination Scheme:

| Teaching Scheme | | | | Theory Marks | | | Practical Marks | | Total |
|-----------------|---|---|---|--------------|-----|-----|-----------------|-----|-------|
| L | T | P | C | TEE | CA1 | CA2 | TEP | CA3 | |
| 2 | 0 | 0 | 0 | 0 | 0 | 50 | 0 | 0 | 50 |

CA1: Continuous Assessment (assignments/projects/open book tests/closed book tests CA2: Sincerity in attending classes/class tests/ timely submissions of assignments/self-learning attitude/solving advanced problems TEE: Term End Examination TEP: Term End Practical Exam (Performance and viva on practical skills learned in course) CA3: Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course

Content:

| Sr. No. | Content | Total Hrs |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1 | Introduction to Digital Marketing : Introduction to Digital Marketing, Reason for Digital Marketing, Digital Marketing platforms, Digital Marketing – Organic & Paid, Digital Marketing era and the way forward, Digital Marketing for students, professionals and businesses | 05 |
| 2 | Social Media Marketing : Introduction to Social Media, Content Management Scheduling & Creating content, Facebook Paid Marketing, Running paid campaigns, Managing interests, Create custom audiences, Create multiple adverts, Creating groups and pages, Tips and Guides, Posts, Paid Promotion, Ads, Contests, Influencer Marketing | 07 |





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|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 3 | Search Engine Marketing (SEM) : Introduction to SEM, SEM platforms – paid platforms, Introduction to Google AdWords, Create an AdWords account, Key terminologies in Google AdWords, Ad approval process, Keyword selection, Bidding techniques – Manual / Auto, Demographic Targeting / Bidding CPC-based, CPA-based & CPM-based accounts | 06 |
| 4 | Email Marketing: Importance of email marketing, email Marketing platform, Creating e-mailers, Tracking emailers, Open rates and CTR of emailers, Drive leads from emailers, What is opt-in lists, Create forms | 06 |
| 5 | Infographics Design : Basic elements of Graphics Design, Working with typography, The Psychology of Color, Layout Theory: Layout and Design, Graphics Designing Platforms, Graphics , Graphics Design using Designing tools: Canva, LucidPress, Landscape, Word Swag, Fotor, Adobe illustrator | 06 |

Suggested Specification table with Marks (Theory): (For B.Tech only)

| Distribution of Theory Marks | | | | | |
|------------------------------|---------|---------|---------|---------|---------|
| R Level | U Level | A Level | N Level | E Level | C Level |
| 20 | 20 | 10 | 0 | 0 | 0 |

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Reference Books:

| Sr No | Title of book /article | Author(s) | Publisher and details like ISBN | Year of publication | Publication Edition |
|-------|------------------------|--------------|---------------------------------|---------------------|---------------------|
| 1 | Digital Marketing | Dave Chaffey | Pearson | 2019 | 7th |

Course Outcomes:

| Sr. No. | CO statement | Marks % weightage |
|---------|-----------------------------------------------------------------------------|-------------------|
| CO-1 | Defining the basic concepts of Digital Marketing | 25% |
| CO-2 | Illustrate the various types of Social Media Marketing and its applications | 25% |
| CO-3 | Demonstrate strategies of search engine marketing | 25% |
| CO-4 | Demonstrate the Graphics Design for Digital Marketing | 25% |

List of Open learning website:



- <https://learndigital.withgoogle.com/digitalgarage>
- <https://www.udemy.com/course/learn-digital-marketing-course>

List of Open Source Software:

- Canva
- Inkscape

FOR LAB SESSIONS: NA

- **List of Experiments: ----- NIL-----**

Major Equipment Needed: -----NIL -----

Year: I (Sem II)

Subject Name: Data Analysis and Visualization with Excel
Type of course: TransDisciplinary
Prerequisite (if any): NIL

Subject Code: BTCO18203

Offered by: Computer Engineering Department SCET.

Rationale: In Today's commercial world, automation helps the users with a sophisticated set of tools to organize, format, edit and manage documents or generate reports. Spreadsheet is one of powerful tool that can help to organize data, analyze and present data in meaningful terms. This is very helpful for big decision making using data analyzed through spreadsheet.

Teaching and Examination Scheme:

| TEACHING SCHEME | | | | Theory Marks | | | Practical Marks | | Total |
|-----------------|---|---|---|--------------|-----|-----|-----------------|-----|-------|
| L | T | P | C | TEE | CA1 | CA2 | TEP | CA3 | |
| 2 | 0 | 0 | 0 | 0 | 0 | 50 | 0 | 0 | 50 |

CA1: Continuous Assessment (assignments/projects/open book tests/closed book tests CA2: Sincerity in attending classes/class tests/ timely submissions of assignments/self-learning attitude/solving advanced problems TEE: Term End Examination TEP: Term End Practical Exam (Performance and viva on practical skills learned in course) CA3: Regular submission of Lab work/Quality of work submitted/Active participation in lab sessions/viva on practical skills learned in course.

Content:

