



**SARVAJANIK UNIVERSITY**  
**Sarvajanik College of Engineering and Technology**  
**Masters of Computer Applications**



**MCA Semester III**

**Subject Name:** Digital marketing & Search Engine Optimization

**Subject Code:** MTCA14306

**Type of course:** Professional Core Course

**Prerequisite (if any):**

- Knowledge of the Core digital marketing and search engine optimization.

**List of Courses where this course will be prerequisite:**

- Machine Learning

**Rationale:** After studying this course, students will be able to understand the basic concepts of digital marketing and the importance of different platforms and search engine techniques and tools.

**Teaching and Examination Scheme:**

TEACHING SCHEME				Theory Marks			Practical Marks		Total
L	T	P	C	TEE	CA1	CA2	TEP	CA3	
2	1	0	3	60	25	15	00	00	100

**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



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**Content:**

Sr. No.	Content	Teaching Hrs.	Module Weightage
1	<b>Introduction to Digital Marketing:</b> Introduction to Digital Marketing Evolution of Digital Marketing from traditional to modern era, Role of Internet; Current trends, Info-graphics, implications for business & society; Emergence of digital marketing as a tool; Media Consumption Drivers of the new marketing environment; Digital marketing strategy Groundwork; P.O.E.M. framework, , Digital Marketing Planning Development, Digital marketing models.	05	20%
2	<b>Internet Marketing and Digital Marketing:</b> Mix Internet Marketing, opportunities and challenges; Digital marketing framework; Defining the Digital Marketing Mix, Impact of digital channels on IMC; <b>Search Engine Advertising:</b> Pay for Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation <b>Display marketing:</b> Types of Display Ads - Buying Models - Cost per Click (CPC), Cost per Milli (CPM), Cost per Lead (CPL), Cost per Acquisition (CPA). Programmable Digital Marketing - Analytical Tools <b>E-mail Marketing:</b> Effective E-mail Campaigns; E-mail Plan; E-mail Marketing Campaign Analysis; Measuring Conversions & keeping up	06	15%
3	<b>Introduction to SEO:</b> SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising Need for SEO, How to use internet & search engines; search engine and its working pattern, SEO Tactics - Introduction to SEM Web Analytics: - Google Analytics & Google AdWords; data collection for web analytics, multichannel attribution ,Universal analytics, Tracking code Trends in digital advertising	08	30%
4	<b>Keyword Research:</b> The Theory Behind Keyword Research, Traditional Approaches: Domain Expertise, Site Content Analysis, Keyword Research Tools, Determining Keyword Value/Potential ROI, Leveraging the Long Tail of Keyword Demand, Trending, Seasonality, and Seasonal Fluctuations in Keyword Demand	05	15%
5	<b>Content Planning and Creation.</b> On-Page SEO: title tags, headings, content, and internal links with	06	20%



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	keywords., Off-page SEO., Avoid Negative SEO:, Local SEO.		
<b>6</b>	<b>(For Tutorial/Practical Only)</b> Explore Social Media platforms: <ul style="list-style-type: none"> <li>- Instagram</li> <li>- FaceBook</li> <li>- Youtube</li> <li>- LinkedIN</li> <li>- Twitter</li> </ul> Analyse and research keywords and trends		
<b>7</b>	<b>Case Study:</b> <ul style="list-style-type: none"> <li>- Create an analysis report on a popular company/website.</li> <li>- Create a SEO plan for the above Entity</li> </ul>		
<b>8</b>	<b>Explore Tools for Search Engine Optimization:</b> <ul style="list-style-type: none"> <li>- Screaming Frog</li> <li>- Keywordtool.io.</li> </ul>		
<b>9</b>	<b>Tools for Search Engine Optimization:</b> Bing Webmaster Tools, BROWSEO, Rank Checker, Google Trends, Responsive Design Test		

**Suggested Specification table with Marks (Theory):**

<b>Distribution of Theory Marks</b>					
<b>R Level</b>	<b>U Level</b>	<b>A Level</b>	<b>N Level</b>	<b>E Level</b>	<b>C Level</b>
20	20	15	15	15	15

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

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



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**Reference Books:**

<b>Sr. no.</b>	<b>Title of book /article</b>	<b>Author(s)</b>	<b>Publisher and details like ISBN</b>	<b>Year of publication</b>	<b>Publication Edition</b>
1	Digital Marketing	Seema Gupta	Mc-Graw Hill	2017	1st
2	The Art of Digital Marketing	Ian Dodson	Wiley		Latest Edition
3	Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson	2017	1st
4	SEO The Ultimate Guide for Website Owners	Deepak Bansal	BUUKS	2019	Latest Edition

**Course Outcomes:**

<b>Sr. No.</b>	<b>CO Statement</b> <b>After learning this subject, students will be able to</b>	<b>Marks % weightage</b>
CO-1	Understand the concept of Digital marketing and its platform.	20%
CO-2	Develop insight on Current Trends – Digital and Social Statistics (Infographics)	15%
CO-3	Introduction to various strategies involved in Marketing products and Services Digitally.	30%
CO-4	Ability to use different techniques of search engine optimization.	15%
CO-5	Ability to get higher rankings on search engines which in turn creates a larger target audience.	20%



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**Mapping with POs:**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3
<b>CO-1</b>	0	1	0	0	3	0	2	0	3	1	0	0			
<b>CO-2</b>	0	0	0	0	2	2	3	0	2	1	0	1			
<b>CO-3</b>	0	0	1	0	3	2	3	0	1	0	0	0			
<b>CO-4</b>	0	0	1	2	3	0	1	0	0	2	0	0			
<b>CO-5</b>	1	2	0	3	0	0	0	0	1	0	0	0			
<b>Rationale*</b>															

**Rationale\*:** Explaining why it is matching this particular program outcome

**List of Open learning website:**

- [https://www.researchgate.net/publication/341795506\\_The\\_new\\_trend\\_for\\_search\\_engine\\_optimization\\_tools\\_and\\_techniques](https://www.researchgate.net/publication/341795506_The_new_trend_for_search_engine_optimization_tools_and_techniques)

**List of Open Source Software:**

- <https://keywordtool.io/>
- <https://www.screamingfrog.co.uk/seo-spider/>