

DIPLOMA IN DIGITAL MARKETING

Syllabus

ProgramCode: BU-DDM - 01



2025–2026 Onwards

CENTRE FOR DISTANCE AND ONLINE EDUCATION
BHARATHIAR UNIVERSITY

**(A State University, Accredited with “A++” Grade by NAAC,
Ranked 46th among Indian Universities by MHRD-NIRF)**

Coimbatore - 641 046, Tamil Nadu, India

BHARATHIAR UNIVERSITY :: COIMBATORE - 641046
CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

VISION

To be a leading centre of excellence in digital marketing education, empowering learners with innovative skills, strategic thinking, and ethical practices to shape the future of global digital communication and business transformation.

MISSION

- To provide comprehensive, industry-relevant education in digital marketing.
- To develop creative, analytical, and data-driven professionals capable of designing impactful digital strategies.
- To promote ethical, sustainable, and socially responsible marketing practices in the digital ecosystem.
- To continuously update the curriculum in alignment with emerging digital trends, tools, and global best practices.

TITLE OF THE PROGRAM

DIPLOMA IN DIGITAL MARKETING

DURATION

- **Minimum Duration:** One year
- **Maximum Duration:** Two years (with provision for Re-registration if required)

CREDIT DISTRIBUTION

- **Total Credits:** 40 credits (as per UGC credit framework)

ELIGIBILITY

- Candidates must have completed Higher Secondary (10+2) or equivalent examination with Commerce and Management as one of the subjects.

MEDIUM OF INSTRUCTION

- Medium of Instruction is English.

MODE OF LEARNING

- Open and Distance Learning (ODL)
- The programme shall be conducted through remote learning using a blend of print and digital learning materials, supplemented by occasional Personal Contact Program (PCP) sessions to facilitate learner interaction and academic support.

FEES STRUCTURE

- Fee structure as approved by the Centre for Distance and Online Education, Bharathiar University, Coimbatore.

ATTENDANCE

Particulars	Requirement for Diploma Programme
Number of Personal Contact Programs (PCPs)	20 PCPs
Duration of Each PCP	6 hours per PCP
Total Contact Hours	12 hours per course (120 hours)
Total study hours of learners	1200 hours
Mandatory Participation	75% in each course

REQUIREMENT TO APPEAR FOR THE EXAMINATIONS

A candidate enrolled in the programme shall be required to maintain the minimum prescribed attendance in both theory and practical classes, pay the prescribed examination fees, and satisfy all other conditions as stipulated by the University from time to time in order to be eligible to appear for the examinations.

CONDITIONS TO APPEAR FOR THE EXAMINATIONS

- **First Appearance:** Learners appearing for the examination for the first time shall register for all the prescribed courses of that semester by remitting the requisite examination fee.
- **Examination Centre:** Learners must specify their preferred examination centre in the examination application form. Once selected, the examination centre cannot be changed under any circumstances.
- **E-Hall Ticket:** Learners shall download their E-Hall Tickets from the University website and obtain the signature of the Chief Superintendent of the opted examination centre upon submission of their valid identity card. This process must be completed during the three working days preceding the commencement of the examinations.

EVALUATION PATTERN

A. Distribution of Marks in Continuous Internal Assessments (CIA): 25% weightage

The following procedure shall be followed for awarding internal marks for theory courses.

• Continuous Internal Assessment (CIA) Test	- 10 marks
• Assignment	- 5 marks
• Seminar	- 5 marks
• Participation	- 5 marks
Total	- 25 marks

1. CIA Test and question pattern:

Two Continuous Internal Assessments (CIA-I & CIA II) must be conducted. Better of the TWO (the best and favorable one) will be counted for Test Marks (10 Marks)

- Section A – Objective Question 5 x 1 = 5 marks
- Section B – Short Essay (2 out of 3) 2 x 5 = 10 marks
- Section C – Essay Type (Either or type) 1 x 10 = 10 marks

2. **Assignments – I and II.** Better of the TWO (the best one) will be counted for Assignment Marks (5 Marks)
3. **Seminar** will be conducted for 5 Marks.
4. **Participation** (which includes attendance) – 5 Marks

B. End-Semester Examination (ESE): 75% weightage

Mode and Duration of Examinations

- Mode of Examination: All examinations shall be conducted offline at designated physical locations such as the University campus or approved Learner Support Centres (LSCs), under the supervision of duly appointed invigilators and as per the fixed examination schedule notified by the University.
- Duration: Each examination shall be of three (3) hours' duration, covering both theoretical concepts and their practical applications.

Distribution of Marks in the End-Semester Examination – Question Paper Pattern:

Section	Type of question	No. of questions	Marks	Total
A	Objective Questions	10 (Compulsory)	1	10
B	Short Essay (300 words each)	3 out of 5	5	15
C	Essay Type (1000 words each)	5 Questions (Either or Type)	10	50
Total				75

C. Passing Criteria:

- A minimum of 30 marks out of 75 in End Semester Examination and a minimum of 40% aggregate marks, combining internal and external assessments, shall be required to pass each course.
- Minimum 40% passing marks in practical / project component
- Aggregate of 40% marks required for successful completion of the diploma programme.

D. Grading System: (As per 10-point UGC Credit Framework)

- The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

For the entire programme:

- CGPA = Sum of the multiplication of grade points by the credits of the entire programmes / Sum of the credits of the courses for the entire programme.

$$\text{Cumulative Grade Point Average (CGPA)} = \frac{\sum n_i C_{ni} G_{ni}}{\sum n_i C_{ni}}$$

RANGE	CGPA	GRADE	CLASSIFICATION OF RESULT
95-100	9.5-10.0	O+	First Class-Exemplary*
90 - 94	9.0 and above but below 9.5	O	
85 - 89	8.5 and above but below 9.0	D++	First Class with Distinction*
80 - 84	8.0 and above but below 8.5	D+	
75 - 79	7.5 and above but below 8.0	D	
70 - 74	7.0 and above but below 7.5	A++	First Class
65 - 69	6.5 and above but below 7.0	A+	
60 - 64	6.0 and above but below 6.5	A	
55 - 59	5.5 and above but below 6.0	B+	Second Class
50 - 54	5.0 and above but below 5.5	B	
45 - 49	4.5 and above but below 5.0	C+	Third Class
40 - 44	4.0 and above but below 4.5	C	
0 - 39	0.0 and above but below 4.0	U	Re-appear

- a. A candidate who has passed all the courses in the first appearance within the prescribed duration of the diploma programmes and secured a CGPA of 9 to 10 and equivalent grades “O” or “O+” in Core and Practical/Project courses shall be placed in the category of “**First Class – Exemplary**”.
- b. A candidate who has passed all the courses in the first appearance within the prescribed duration of the Diploma programmes and secured a CGPA of 7.5 to 9 and equivalent grades “D” or “D+” or “D++” in Core and Practical/Project courses shall be placed in the category of “**First Class with Distinction**”.
- c. A candidate who has passed all the courses of the Diploma programmes and secured a CGPA of 6 to 7.4 and equivalent grades “A” or “A+” or “A++” in Core and Practical/Project courses shall be declared to have passed in “**First Class**”.
- d. A candidate who has passed all the courses examination of the Diploma programmes and secured a CGPA of 5.0 to 5.9 and equivalent grades “B” or “B+” in Core and Practical/Project courses shall be declared to have passed in “**Second Class**”.
- e. A candidate who has passed all the courses examination of the Diploma programmes and secured a CGPA of 4.0 to 4.9 and equivalent grades “C” or “C+” in Core and Practical/Project courses shall be declared to have passed in “**Third Class**”.

BHARATHIAR UNIVERSITY :: COIMBATORE -641046
CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)
DIPLOMA IN DIGITAL MARKETING

(For the students admitted during the academic year 2025 – 2026 onwards)

Course Code	Title of the Course	Credits	Hours		Maximum Marks		
			Theory	Practical	CIA	ESE	Total
FIRST SEMESTER							
25DDM101	Fundamentals of Digital Marketing	4	12	--	25	75	100
25DDM102	Website Planning and Creation	4	12	--	25	75	100
25DDM103	Online Marketing Mix	4	12	--	25	75	100
25DDM104	Digital Marketing Media - I	4	12	--	25	75	100
25DDM105	Digital Marketing Media - II	4	12	--	25	75	100
Total		20	60	--	125	375	500
SECOND SEMESTER							
25DDM201	E Commerce and digital Sales Strategy	4	12	--	25	75	100
25DDM202	Online Consumer Behaviour	4	12	--	25	75	100
25DDM203	Digital Analytics	4	12	--	25	75	100
25DDM204	Digital Market Strategy	4	12	--	25	75	100
25DDM205	Online Reputation Management	4	12	--	25	75	100
Total		20	60	--	125	375	500
Grand Total		40	120	--	250	750	1000

PROGRAM EDUCATIONAL OBJECTIVES (PEOs)	
After successful completion of the Diploma in Digital Marketing, the learners will be able to:	
PEO 1	Professional Competence: Develop a strong foundation in digital marketing concepts, tools, and techniques to design, execute, and evaluate effective online marketing strategies.
PEO 2	Employability and Entrepreneurship: Gain the necessary skills and mindset for employment or entrepreneurship in the digital business environment, promoting business growth and customer engagement.
PEO 3	Technological Adaptability: Stay current with evolving digital tools, technologies, and analytics to effectively address the changing demands of the digital marketing industry.
PEO 4	Ethical and Social Responsibility: Practice ethical, legal, and socially responsible digital marketing that upholds data privacy, transparency, and trust.
PEO 5	Lifelong Learning and Innovation: Engage in continuous learning, certifications, and innovation to adapt to future challenges in digital marketing and related domains.

PROGRAM SPECIFIC OUTCOMES (PSOs)	
After successful completion of the Diploma in Digital Marketing, the learners will be able to:	
PSO 1	Digital Strategy and Campaign Design: Develop and implement effective digital marketing strategies and campaigns using integrated online platforms such as search engines, social media, email, and mobile marketing.
PSO 2	Content Creation and Branding: Create engaging, persuasive, and brand-aligned content for diverse digital media formats, including text, images, audio, and video.
PSO 3	Data Analytics and Performance Measurement: Use web analytics tools (Google Analytics, Meta Insights, etc.) to track, analyze, and interpret campaign performance metrics for data-driven decision-making.
PSO 4	E-commerce and Digital Advertising: Apply digital marketing principles in e-commerce platforms and paid media advertising (Google Ads, Meta Ads, etc.) to drive conversions and online sales.
PSO 5	Ethical and Sustainable Digital Practice: Demonstrate ethical, transparent, and socially responsible digital marketing practices that promote consumer trust, inclusivity, and sustainability in the digital ecosystem.

PROGRAM OUTCOMES (POs)	
Upon successful completion of the Diploma in Digital Marketing, learners will be able to:	
PO1	Knowledge Application: Apply fundamental and advanced principles of marketing, consumer behaviour, and digital media in real-world business environments.
PO2	Technical Proficiency: Use modern digital marketing tools and technologies — including SEO, SEM, social media, email marketing, and analytics platforms — to design and manage campaigns.
PO3	Analytical Skills: Collect, analyze, and interpret digital data to evaluate marketing performance and support data-driven decision-making.
PO4	Communication Skills: Develop effective communication and presentation skills to convey marketing ideas and strategies to clients, teams, and audiences.
PO5	Creativity and Innovation: Design innovative and engaging digital content, advertisements, and campaigns that align with brand goals and customer expectations.
PO6	Ethics and Professionalism: Adopt ethical, transparent, and socially responsible practices in all digital marketing activities, ensuring compliance with privacy and data protection laws.
PO7	Entrepreneurship and Employability: Demonstrate entrepreneurial thinking and employability skills to start, manage, or contribute effectively to digital marketing businesses and organizations.
PO8	Project Management: Plan, execute, and evaluate digital marketing projects effectively by managing time, resources, and budgets efficiently.
PO9	Lifelong Learning: Recognize the need for continuous professional development by keeping pace with emerging technologies, certifications, and digital trends.
PO10	Social and Global Awareness: Understand the impact of digital marketing on society, culture, and the global marketplace, promoting inclusivity and sustainability through responsible communication.



Course code	TITLE OF THE COURSE	Credit
25DDM101	FUNDAMENTALS OF DIGITAL MARKETING	4
Course Objectives:		
The main objectives of this course are to:		
1. Provide students with a comprehensive understanding of the digital marketing landscape. 2. Explain the role and importance of digital marketing in modern business. 3. Develop foundational knowledge of key digital marketing channels and tools. 4. Introduce analytical approaches for measuring and optimizing digital marketing performance. 5. Equip students with the ability to create and implement basic digital marketing strategies.		
BLOCK : I		
Introduction to Marketing: Meaning and definition of marketing - Evolution of marketing – Nature and scope of marketing - Importance of marketing - Marketing Concepts and Approaches – Functions of Marketing – Marketing Mix – Marketing Environment - Trends in marketing.		
BLOCK : II		
Introduction to Digital Marketing: Meaning and definition and importance of digital marketing - Various concepts of Digital Marketing. History and Evolution of digital Marketing. Emergence of Internet – Growth of internet users and digital platforms. Development of E Concepts – and importance of digital marketing in 21 st century.		
BLOCK : III		
Transformation from conventional to digital marketing: Key differences of traditional Vs Digital Marketing - Advantages and challenges of digital marketing - Factors for the success of Digital Marketing. Role of E Commerce and digital transformation in business growth.		
BLOCK : IV		
Digital Marketing as an emerging tool: Overview of main channels: SEO, SEM, Social Media, Email Marketing, Display Advertising, and Content Marketing - Role of websites and landing pages. Affiliate marketing and influencer marketing - Mobile Marketing.		
BLOCK : V		
Emerging trends in Digital Marketing: Role of Artificial Intelligence and Machine Learning. Voice Search and Smart Assistants. Video and interactive marketing. Virtual Reality (VR) and Augmented Reality (AR) in marketing. Trends and Career opportunities in digital Marketing.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	
Books for References:		
1	Marketing Management - Philip Kotler, Kevin Lane Keller - Pearson Education	
2	Digital Marketing - Seema Gupta, (2022) – McGraw Hill Publications, Noida.	
3	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.	

Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=fundamentals+of+digital+marketing+&sca_esv
Course designed by: Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the fundamentals and scope of digital marketing.	K1
CO2	Identify and describe different types of digital marketing channels.	K2
CO3	Understand website structure, SEO basics, and online branding.	K1
CO4	Analyze consumer behaviour in digital environments.	K3
CO5	Apply digital tools to create and manage marketing campaigns effectively.	K5 / K6
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR FUNDAMENTALS OF DIGITAL MARKETING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1	2	1	1	3	2
CO2	3	3	2	1	2	1	2	1	2	2
CO3	2	3	2	1	3	1	2	1	2	2
CO4	2	2	3	2	2	2	2	1	2	3
CO5	2	3	3	2	3	2	3	3	3	3

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM102	WEBSITE PLANNING AND CREATION	4
Course Objectives:		
The main objectives of this course are to:		
1. To understand the fundamentals of website planning, structure, and design principles. 2. To familiarize students with website development tools and platforms. 3. To enable students to design user-friendly and responsive web pages. 4. To teach the integration of multimedia elements and SEO basics for effective website performance. 5. To develop skills for hosting, maintaining, and managing live websites.		
BLOCK : I		
Basics of web site planning: Meaning and importance of a website in digital marketing - Types and purposes of websites (personal, business, e-commerce, portfolio, etc.) - Website planning process: objective setting, target audience, content strategy - Domain names and web hosting basics - Understanding website architecture and navigation flow.		
BLOCK : II		
Fundamentals of website layout and structure: Principles of effective web design (balance, contrast, alignment, consistency) - Wireframing and prototyping concepts - User Interface (UI) and User Experience (UX) design fundamentals - Responsive and mobile-first design approaches.		
BLOCK : III		
Web development tools and CMS functions: Introduction to HTML, CSS, and JavaScript basics - Overview of Content Management Systems (CMS): WordPress, Wix, Squarespace - Installing and configuring WordPress - Themes, plugins, and templates - Building web pages using drag-and-drop builders.		
BLOCK : IV		
Media Integration, SEO essentials and Analytics: Adding images, videos, and interactive elements to web pages - Optimizing media for faster loading - Basics of Search Engine Optimization (SEO) for websites - Meta tags, keywords, and alt attributes - Using analytics tools (Google Analytics, Search Console).		
BLOCK : V		
Deployment, Security, and Website Management: Understanding web hosting services and types (shared, VPS, cloud) - Website deployment and going live - Website backup and security practices - Regular maintenance, updates, and troubleshooting - Managing website performance and uptime.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	
Books for References:		
1	Digital Marketing - Seema Gupta, (2022) – McGraw Hill Publications, Noida.	

2	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=website+planning+and+creation+in+digital+marketing&oq=&gs_lcrp
Course designed by: Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the concepts, components, and purpose of website planning and design.	K1
CO2	Identify and use appropriate tools, technologies, and CMS platforms for website creation.	K2
CO3	Design and develop user-friendly, responsive web pages using HTML, CSS, and design principles.	K4
CO4	Integrate multimedia elements and apply basic SEO techniques to enhance website performance.	K3
CO5	Deploy, test, and manage websites on hosting platforms while ensuring functionality and maintenance.	K5
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR WEBSITE PLANNING AND CREATION

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	2	2	1	1	2	2
CO2	2	3	2	2	3	2	2	2	2	1
CO3	2	3	2	3	3	2	2	3	2	2
CO4	2	3	3	2	3	3	2	2	2	2
CO5	2	3	3	2	3	3	3	3	2	2

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM103	ONLINE MARKETING MIX	4
Course Objectives:		
The main objectives of this course are to:		
1. Understand the concept and components of the online marketing mix (7Ps) and how they differ from traditional marketing strategies. 2. Analyze the role of digital platforms in designing effective online marketing strategies for products and services. 3. Develop skills in integrating online marketing elements such as product, price, place, promotion, people, process, and physical evidence for business growth. 4. Evaluate and apply digital tools and analytics for optimizing marketing mix decisions across various online channels. 5. Design and implement an effective online marketing plan that aligns with organizational goals and customer engagement strategies.		
BLOCK : I		
Meaning and evolution of marketing mix - Transition from traditional to online marketing - The 7Ps framework in the digital environment - Role of technology and consumer behaviour in shaping the mix.		
BLOCK : II		
Product development in digital space - Product lifecycle management online - Branding, packaging, and differentiation through digital tools - Online product personalization and innovation.		
BLOCK : III		
Dynamic pricing and value-based pricing models - Price comparison sites and online competition - E-commerce platforms, affiliate marketing, and online marketplaces - Channel design and logistics in digital business.		
BLOCK : IV		
Digital promotion mix: SEO, SEM, SMM, Email, Influencer Marketing - Role of people in service and community engagement online - Online customer service and relationship management (CRM) - Building brand loyalty and trust through human interaction online.		
BLOCK : V		
Online service processes and customer journey mapping - Website design, UX/UI, and conversion optimization - Online reviews, testimonials, and trust signals as physical evidence - Measuring performance: KPIs and digital analytics for the 7Ps.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	
Books for References:		
1	Digital Marketing - Seema Gupta, (2022) – McGraw Hill Publications, Noida.	
2	Digital Marketing Analytics - Chuck Hemann& Ken Burbary, (2019) - Pearson Education Pvt Ltd, Moida.	

3	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=online+marketing+mix+in+digital+marketing&sca_esv
Course designed by: Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the fundamental concepts and importance of the online marketing mix.	K2
CO2	Identify and describe the seven elements (7Ps) of the online marketing mix and their interrelationships.	K1
CO3	Analyze how digital tools and platforms impact pricing, promotion, and distribution strategies.	K4
CO4	Apply online marketing mix strategies to develop customer-centric marketing campaigns.	K3
CO5	Design and evaluate a complete online marketing plan using an integrated 7Ps framework.	K5
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR ONLINE MARKETING MIX

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	2	2	1	1	2	3
CO2	3	2	2	2	2	2	1	1	2	2
CO3	2	3	3	2	3	2	2	2	2	3
CO4	2	3	3	3	3	2	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3	3

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM104	DIGITAL MARKETING MEDIA - I	4
Course Objectives:		
The main objectives of this course are to:		
1. Understand the concepts, scope, and importance of various digital media platforms in marketing. 2. Familiarize students with the structure and functioning of key online media channels such as Search Engine Optimization (SEO). 3. Enable students to learn the basics of Search Engine Marketing (SEM) and the Pay-Per-Click (PPC) digital marketing model. 4. Learn the fundamentals, tools, and strategies of social media marketing networks. 5. Enable students to understand the concepts, techniques, and terminologies of display marketing.		
BLOCK : I		
Digital Marketing Media – Meaning, nature, concepts, scope, and importance of various digital media platforms in marketing. Role of digital media in marketing - Difference between traditional and digital media - Role of digital media in customer engagement - Digital media landscape and trends.		
BLOCK : II		
Search Engine Optimisation (SEO) - Concept and importance of SEO - Search engine working mechanism and algorithms - On-page and off-page optimization techniques - Keyword research and analysis - SEO tools and performance tracking - Latest trends in SEO and Google updates.		
BLOCK : III		
Search Engine Marketing (SEM) - Meaning and importance of SEM - Difference between SEO and SEM - Pay Per Click (PPC) Introduction to PPC advertising model - Google Ads account setup and campaign creation - Budgeting, bidding, and ad ranking - Performance measurement and optimization techniques -		
BLOCK : IV		
Social Media Marketing (SMM) Fundamentals of Social Media Marketing& its significance, Necessity of Social Media Marketing, Building a Successful strategy: Goal Setting, Implementation. Facebook Marketing - LinkedIn Marketing - Twitter Marketing. YouTube marketing.		
BLOCK : V		
Display Marketing - 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 - Targeting and retargeting methods - Key performance metrics: impressions, CTR, conversions - Ethical and legal aspects of online advertising.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	

Books for References:	
1	Digital Marketing Analytics - Chuck Hemann & Ken Burbary, (2019) - Pearson Education Pvt Ltd, Moida.
2	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=DIGITAL+MARKETING+MEDIAS&sca_esv
Course designed by:	
Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the concepts, scope, and importance of various digital media platforms in marketing.	K1
CO2	Describe the structure, functioning, and optimization techniques of search engines (SEO).	K2
CO3	Apply the concepts of Search Engine Marketing (SEM) and Pay-Per-Click (PPC) models for digital campaigns.	K3
CO4	Develop effective social media marketing strategies across various platforms such as Facebook, LinkedIn, Twitter, and YouTube.	K5
CO5	Analyze and measure performance of display marketing campaigns using key metrics and optimization techniques.	K4
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR DIGITAL MARKETING MEDIA - I

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	1	2	2	1	3	2
CO2	2	3	3	2	2	2	2	2	3	2
CO3	3	3	3	2	3	2	2	3	2	2
CO4	3	3	2	3	3	3	3	3	2	3
CO5	2	3	3	2	2	2	2	3	3	3

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM105	DIGITAL MARKETING MEDIA - II	4
Course Objectives:		
The main objectives of this course are to:		
1. Understand the concepts, strategies, and importance of content marketing in building brand awareness and customer engagement. 2. Learn the structure, techniques, and effectiveness of email marketing campaigns for targeted communication and lead nurturing. 3. Explore the tools, trends, and tactics used in mobile marketing, including app-based and SMS-based promotions. 4. Gain knowledge of affiliate marketing models, performance tracking, and revenue-sharing mechanisms in digital ecosystems. 5. Develop skills in using digital advertisement tools (such as Google Ads, Meta Ads, etc.) and applying optimization techniques to improve campaign performance and ROI.		
BLOCK : I		
Content Marketing - Introduction to Content Marketing – Meaning, Importance, and Scope - Types of Content – Blogs, Videos, Infographics, Podcasts, Case Studies, and eBooks - Content Strategy – Planning, Creation, Distribution, and Promotion - Storytelling and Brand Voice – Crafting Engaging and Consistent Content - Content Performance Metrics – KPIs, Analytics Tools, and ROI Measurement.		
BLOCK : II		
E mail Marketing - Introduction to Email Marketing – Definition, Relevance, and Advantages - Building an Email List – Opt-in Strategies, Lead Magnets, and Segmentation - Designing Effective Email Campaigns – Layout, Personalization, and Automation - Email Marketing Tools – Mailchimp, Constant Contact, HubSpot, etc. - Performance Analysis – Open Rates, CTR, Conversion Tracking, and A/B Testing.		
BLOCK : III		
Mobile Marketing - Concept and Importance of Mobile Marketing - Types of Mobile Marketing – SMS, MMS, Mobile Apps, Push Notifications, and QR Codes - Mobile Advertising – In-App Ads, Mobile Search Ads, and Location-Based Marketing - Designing Mobile-Friendly Campaigns – UX/UI and Responsive Design - Mobile Marketing Analytics – Tools, User Engagement Metrics, and Optimization.		
BLOCK : IV		
Affiliate Marketing - Introduction to Affiliate Marketing – Concept, Structure, and Benefits - Types of Affiliate Programs – Pay-Per-Click, Pay-Per-Sale, Pay-Per-Lead - Setting Up Affiliate Campaigns – Networks, Tracking, and Commission Models - Legal and Ethical Aspects in Affiliate Marketing - Tools for Affiliate Marketing – ClickBank, ShareASale, Amazon Associates, etc.		
BLOCK : V		
Advertising tools and its optimization - Advertising & its importance, Digital Advertising, Different Digital Advertisement : Display Ads, Banner Ads, Video Ads, and Pop-ups - Performance of Digital Advertising - Google Ads and Meta Ads – Account Setup, Ad Creation, and Targeting - Ad Optimization Techniques – Keyword Optimization, Bid Management, and Quality Score - Programmatic Advertising and Real-Time Bidding (RTB) Concepts - Measuring Ad Performance – CTR, CPC, CPA, ROI, and Conversion Tracking Tools.		
Total Study hours		120 –hours

Text Book:	
1	Study Learning Material – CDOE, Bharathiar University.
Books for References:	
1	Digital Marketing Analytics - Chuck Hemann& Ken Burbary, (2019) - Pearson Education Pvt Ltd, Moida.
2	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=DIGITAL+MARKETING+MEDIAS&sca_esv
4	https://www.google.com/search?q=advertising+tools+and+its+optimization+in+digital+marketing&sca_esv
Course designed by: Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the principles, scope, and importance of content marketing for brand visibility and audience engagement.	K2
CO2	Describe the structure, tools, and effectiveness of email marketing campaigns for targeted communication.	K3
CO3	Apply mobile marketing techniques such as SMS, app, and location-based marketing to reach mobile audiences effectively.	K3
CO4	Analyze different affiliate marketing models, tracking systems, and their role in digital revenue generation.	K4
CO5	Utilize digital advertising tools (Google Ads, Meta Ads, etc.) and apply optimization techniques to improve campaign performance.	K5
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR DIGITAL MARKETING MEDIA - II

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	3	2	2	1	2	2
CO2	2	3	3	2	2	2	2	1	2	1
CO3	2	3	3	2	3	2	3	2	2	1
CO4	3	3	3	2	2	2	3	2	2	1
CO5	3	3	3	2	3	2	3	3	2	1

High – 3

Medium – 2

Low - 1



Second Semester

Course code	TITLE OF THE COURSE	Credit
25DDM201	E COMMERCE AND DIGITAL SALES STRATEGY	4
Course Objectives:		
The main objectives of this course are to: 1. Understand the fundamentals of e-commerce ecosystems, including business models, platforms, and digital marketplaces. 2. Analyze consumer behaviour in online environments to design effective digital sales strategies. 3. Learn and apply techniques for optimizing online sales funnels, including lead generation, conversion optimization, and customer retention. 4. Gain proficiency in digital sales tools and technologies, such as CRM systems, analytics platforms, automation tools, and payment gateways. 5. Develop strategic e-commerce plans integrating pricing, logistics, customer service, and multi-channel digital marketing to drive revenue growth.		
BLOCK : I		
Introduction to E Commerce: Meaning, scope, and evolution of e-commerce - Types of e-commerce models: B2B, B2C, C2C, C2B, B2G - E-commerce value chain and components - E-commerce platforms and ecosystems (Shopify, WooCommerce, Amazon, Flipkart) - Digital business trends and innovations.		
BLOCK : II		
Digital Consumer Behaviour: Online consumer decision-making process - Factors influencing digital buying behaviour - Digital customer journey mapping - Introduction to digital sales strategies - Personalization, targeting, and customer segmentation.		
BLOCK : III		
Sales funnel stages: Awareness, Interest, Consideration, Conversion, Retention - Landing page design & optimization - Lead generation strategies - Conversion Rate Optimization (CRO) tools & techniques - A/B testing, heatmaps, behavior analytics.		
BLOCK : IV		
E-commerce Tools, Automation & Security Frameworks: CRM tools (HubSpot, Zoho, Salesforce) - Marketing automation tools - E-commerce analytics and performance metrics - Payment gateways & checkout optimization - Security issues in e-commerce: fraud, data protection, secure payments.		
BLOCK : V		
E-commerce business strategy development: Pricing strategies, product positioning and catalogue management - Digital logistics & supply chain basics - Marketplace selling strategy - Multi-channel & omni-channel sales strategies - Customer service, returns management, and loyalty programmes.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	

Books for References:	
1	Frontiers of Electronic Commerce – Ravi Kalakota and Andrew B. Whinston - PEARSON EDUCATION; 1st edition (1 January 2002); Pearso
2	Digital Marketing Analytics - Chuck Hemann & Ken Burbary, (2019) - Pearson Education Pvt Ltd, Moida.
3	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=e+commerce+and+digital+sales+strategy+in+digital+marketing&sca_esv
Course designed by:	
Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the fundamental concepts, models, and components of e-commerce ecosystems.	K1
CO2	Analyze online consumer behavior and apply insights to digital sales planning.	K4
CO3	Apply online sales funnel techniques and conversion optimization strategies to improve digital performance.	K3
CO4	Use digital sales tools, CRM systems, and analytics platforms to manage and track sales activities.	K3
CO5	Develop integrated e-commerce and digital sales strategies incorporating pricing, logistics, and multi-channel approaches.	K6
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR E COMMERCE AND DIGITAL SALES STRATEGY

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	1	1	2	2
CO2	3	2	3	2	2	2	2	2	2	2
CO3	2	3	3	1	2	1	2	2	2	1
CO4	2	3	3	1	1	1	2	3	1	1
CO5	3	3	3	2	3	2	3	3	2	2

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM202	ONLINE CONSUMER BEHAVIOUR	4
Course Objectives:		
The main objectives of this course are to: 1. Understand the fundamental concepts, theories, and models of consumer behaviour in an online environment. 2. Identify the psychological, cultural, social, and personal factors influencing consumers' digital buying decisions. 3. Examine the role of digital touch points, online persuasion techniques, and customer journey mapping. 4. Analyze consumer attitudes, motivations, decision-making patterns, and post-purchase behaviour in e-commerce. 5. Enable learners to apply consumer insights for designing effective digital marketing and e-commerce strategies.		
BLOCK : I		
Fundamentals of Online Consumer Behaviour: Meaning and scope of online consumer behaviour - Difference between traditional and online consumer behaviour - Online buying process - Consumer behaviour models (Black Box Model, Howard–Sheth, Engel–Kollat–Blackwell) - Digital customer journey overview.		
BLOCK : II		
Factors Influencing Online Consumers: Psychological factors: perception, learning, motivation, personality - Personal factors: demographics, lifestyle, online experience - Social factors: family, reference groups, social networks - Cultural and subcultural influences - Digital trust, security concerns, and risk perception.		
BLOCK : III		
Stages of online decision-making: Information search behaviour and digital content consumption - Web atmospherics and user interface influence - Heuristics and online decision shortcuts - Role of reviews, ratings, influencers, and social proof.		
BLOCK : IV		
Attitude formation in digital platforms: Online motivation, involvement, and engagement metrics - Customer expectations and experience management - Brand loyalty and online brand communities - Consumer emotions, feedback, and complaint behaviour.		
BLOCK : V		
Consumer data and digital behavioural analytics: Predictive modelling of online consumer behaviour - Personalization techniques and recommendation systems - Customer retention strategies - Application of insights in e-commerce, social media, and digital marketing campaigns.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	

Books for References:	
1	Marketing Management - Philip Kotler, Kevin Lane Keller - Pearson Education
2	Fundamentals of Digital Marketing - Puneet Singh Bhatia, (2019) – Pearson Education Pvt Ltd, Moida.
3	Digital Marketing - Seema Gupta, (2022) – McGraw Hill Publications, Noida.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=online+consumer+behaviour+in+digital+marketing&oq=ONLINE+CONSUMER+BEHAVIOUR&gs_lcrp
Course designed by:	
Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Identify and explain the fundamental concepts, models, and determinants of online consumer behaviour.	K2
CO2	Analyze psychological, social, and cultural influences on consumers' digital decision-making.	K4
CO3	Apply online decision-making models and behavioural theories to real-world e-commerce scenarios.	K3
CO4	Evaluate consumer attitudes, motivations, and engagement across various digital media platforms.	K5
CO5	Design digital marketing strategies using consumer behaviour insights and behavioural analytics.	K6
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR ONLINE CONSUMER BEHAVIOUR

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	1	1	2	2
CO2	3	2	3	2	1	2	1	1	2	3
CO3	3	3	2	1	1	2	2	2	1	1
CO4	2	2	3	2	2	2	1	1	2	2
CO5	3	3	3	2	3	3	2	2	3	2

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM203	DIGITAL ANALYTICS	4
Course Objectives:		
The main objectives of this course are to:		
1. Provide a strong understanding of digital analytics concepts, processes, and tools. 2. Enable students to collect, measure, analyze, and interpret digital data for decision-making. 3. Develop skills in using web analytics, social media analytics, and marketing analytics tools. 4. Help learners understand metrics, KPIs, dashboards, and reporting systems. 5. Prepare students to optimize digital campaigns using data-driven insights.		
BLOCK : I		
Introduction to digital analytics - Concept, scope, and importance of digital analytics - Types of digital analytics: web, social, mobile, content - Data collection methods: tags, cookies, pixels - Metrics & KPIs overview - Digital analytics framework.		
BLOCK : II		
Web Analytics - Website traffic analysis - User behavior flow, session analysis - Bounce rate, exit rate, engagement metrics - Google Analytics interface, features & reports - Goal setup, event tracking, conversion funnels.		
BLOCK : III		
Marketing Analytics - Campaign tracking: UTM parameters - SEO/SEM analytics - Email marketing analytics - ROI measurement and attribution models - A/B testing & experiment design.		
BLOCK : IV		
Social Media & Content Analytics - Social media metrics: reach, impressions, engagement - Social listening tools & sentiment analysis - Content performance metrics - Influencer analytics - Dashboard creation and data visualization.		
BLOCK : V		
Data-Driven Decision Making - Predictive analytics basics - Customer segmentation using analytics - Dashboards & automated reporting - Ethics in digital data handling - Analytics strategy for business optimization.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	
Books for References:		
1	Digital Marketing - Seema Gupta, (2022) – McGraw Hill Publications, Noida.	
2	Digital Marketing Analytics - Chuck Hemann& Ken Burbary, (2019) - Pearson Education Pvt Ltd, Moida.	
3	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.	

Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
Course designed by: Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the fundamental concepts, metrics, and tools used in digital analytics.	K1
CO2	Analyze website and user behavior data using digital analytics platforms.	K4
CO3	Apply marketing analytics techniques to measure and optimize campaign performance.	K3
CO4	Interpret social media and content analytics data for strategic insights.	K2
CO5	Develop data-driven decisions using dashboards, reports, and predictive insights.	K6
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR DIGITAL ANALYTICS

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	1	2	3	2
CO2	2	3	3	1	1	2	1	2	3	2
CO3	2	3	3	1	2	2	1	3	3	2
CO4	2	2	3	2	2	2	1	2	3	2
CO5	2	3	3	2	2	2	1	3	3	2

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM204	DIGITAL MARKET STRATEGY	4
Course Objectives:		
The main objectives of this course are to:		
1. Understand the fundamental concepts, scope, and components of digital marketing strategy. 2. Identify and analyze market trends, consumer insights, and competitive environments for strategic decision-making. 3. Develop effective digital marketing strategies integrating SEO, SEM, social media, content, mobile, and email channels. 4. Apply digital analytics and performance measurement techniques to evaluate and optimize strategy outcomes. 5. Create comprehensive, data-driven digital marketing plans tailored to business goals and customer segments.		
BLOCK : I		
Introduction to Digital Marketing Strategy - Evolution of Digital Marketing - Digital vs. Traditional Marketing - Key components of a digital strategy - Digital marketing ecosystem & channels - Strategic digital marketing frameworks (RACE, SOSTAC, 7C’s) - Digital marketing trends and industry developments.		
BLOCK : II		
Strategic planning & digital market analysis - Understanding market environment in the digital era - Competitor & industry analysis tools (SWOT, PEST, Porter’s 5 Forces) - Customer segmentation, targeting & positioning in digital platforms - Building digital value propositions - Goal setting and strategy alignment (SMART & OKR frameworks) - Creating digital marketing plans.		
BLOCK : III		
Customer journey & digital engagement - Customer Decision Journey (CDJ) & Sales Funnel - Identifying and mapping digital touchpoints - Online consumer behavior & motivation models - Engagement strategies across channels (SEO, SEM, SMM, Content, Email, Mobile) - Personalization, automation & customer experience (CX) - Conversion optimization strategies.		
BLOCK : IV		
Digital campaign management & optimization - Designing integrated digital marketing campaigns - Budgeting, media planning, and channel allocation - A/B testing, landing page optimization - Social media strategy creation and optimization - Lead generation & nurturing strategies - Tools for campaign execution (Google Ads, Meta Ads, automation tools).		
BLOCK : V		
Measurement, analytics & strategy evaluation - Digital marketing metrics & KPIs - Web analytics and dashboards - Campaign monitoring, reporting & insights - ROI measurement and attribution models - Strategy improvement through data-driven decision-making - Ethical, privacy, and regulatory considerations in digital strategy.		
Total Study hours		120 –hours

Text Book:	
1	Study Learning Material – CDOE, Bharathiar University.
Books for References:	
1	Digital Marketing - Seema Gupta, (2022) – McGraw Hill Publications, Noida.
2	Digital Marketing Analytics - Chuck Hemann& Ken Burbary, (2019) - Pearson Education Pvt Ltd, Moida.
3	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=DIGITAL+MARKET+STRATEGY+&sca_esv
Course designed by: Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the principles, frameworks, and components of digital market strategy.	K1
CO2	Analyze market data, consumer behavior, and digital trends for strategic insights.	K4
CO3	Apply digital tools and multichannel approaches to design integrated marketing strategies.	K3
CO4	Evaluate digital marketing performance using KPIs, metrics, and analytics tools.	K5
CO5	Develop and justify a complete digital market strategy plan for a business scenario.	K6
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR DIGITAL MARKET STRATEGY

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	1	1	1	2	1
CO2	2	2	3	1	1	1	1	1	2	1
CO3	2	3	2	1	2	1	2	2	1	1
CO4	1	2	3	1	1	1	1	2	2	1
CO5	2	2	2	2	3	2	3	3	2	2

High – 3

Medium – 2

Low - 1

Course code	TITLE OF THE COURSE	Credit
25DDM205	ONLINE REPUTATION MANAGEMENT	4
Course Objectives:		
The main objectives of this course are to:		
1. To provide foundational understanding of online reputation, digital identity, and brand perception across digital platforms. 2. To equip learners with tools and techniques for monitoring brand mentions, audience sentiment, and digital footprint. 3. To develop skills to manage crises, negative publicity and customer grievances effectively. 4. To train learners in building positive brand presence through strategic content, engagement, and trust-building activities. 5. To enable students to design, evaluate, and improve ORM strategies for individuals, businesses, and organizations.		
BLOCK : I		
Introduction to Online Reputation Management - Definition, meaning, and scope of ORM - Importance of digital footprint and digital identity - Brand reputation vs. online reputation - ORM in the digital marketing ecosystem - Case studies of successful and failed ORM practices.		
BLOCK : II		
Online Reputation Monitoring Tools and Techniques - Social media listening tools (Hootsuite, Mention, Brandwatch, Sprout Social) - Google Alerts, Review Tracker, Social Mention - Sentiment analysis and brand perception tracking - Web analytics and SEO monitoring for reputation - Identifying influencers, critics, and sentiment drivers.		
BLOCK : III		
Managing Customer Feedback & Online Conversations - Handling negative comments, reviews, and complaints - Review platforms: Google, Facebook, Yelp, Amazon, TripAdvisor - Escalation matrix for customer grievances - Customer engagement guidelines and communication tone - Building trust and transparency through proactive engagement.		
BLOCK : IV		
Crisis Management & Reputation Repair - Types of digital crises: misinformation, viral negativity, defamation - Crisis response frameworks and protocols - Damage-control strategies and message drafting - Legal aspects: cyber laws, defamation, copyright, privacy issues - Restoring reputation after a crisis: long-term strategies.		
BLOCK : V		
Strategic ORM Planning & Execution - Building a positive brand image: content strategies, storytelling, PR - ORM strategy development steps - Personal branding & executive branding techniques - ORM dashboards, reporting & KPI evaluation - Integrating ORM with SEO, social media, and content marketing.		
Total Study hours		120 –hours
Text Book:		
1	Study Learning Material – CDOE, Bharathiar University.	

Books for References:	
1	Digital Marketing - Seema Gupta, (2022) – McGraw Hill Publications, Noida.
2	Digital Marketing - MaityMoutusy, (2022) – Oxford University Press, London.
3	Digital Marketing: Complete Digital Marketing Tutorial – Kailash Chandra Upadhyay, (2021) – Notion Press, Chennai.
Web references:	
1	Ultimate-guide-to-digital-marketing.pdf by Digital Marketer
2	https://www.webmarketingacademy.in/wp-content/uploads/2018/10/A-Beginners-Guide-to-Digital-Marketing.pdf
3	https://www.google.com/search?q=online+reputation+management+in+digital+marketing&sca_esv
Course designed by:	
Dr.G.Samundeswari, Assistant Professor of Commerce with CA, Centre for Distance and Online Education, Bharathiar University, Coimbatore – 641 046.	

Expected Course Outcomes:		
On the successful completion of the course, student will be able to:		
CO No.	CO Statement	Knowledge Level
CO1	Explain the concepts, scope, and importance of online reputation and digital identity.	K2
CO2	Analyze brand mentions, sentiment, and online feedback using ORM tools and analytics dashboards.	K4
CO3	Apply ORM monitoring techniques and implement strategies to manage consumer reviews and online conversations.	K3
CO4	Evaluate crisis situations and formulate appropriate online reputation recovery and damage-control plans.	K5
CO5	Develop a comprehensive ORM strategy for individuals or brands using insights, monitoring data, and best practices.	K6
<i>K1 – Remembering K2 – Understanding K3 – Applying K4 – Analyzing</i> <i>K5 – Evaluating K6 – Creating</i>		

CO / PO MAPPING FOR ONLINE REPUTATION MANAGEMENT

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	2	2	2	3	1	1	2	3
CO2	2	3	3	2	1	3	1	2	3	2
CO3	2	3	2	2	2	3	2	2	2	2
CO4	2	1	3	2	1	3	1	3	2	3
CO5	3	2	3	3	3	3	2	3	3	3

High – 3

Medium – 2

Low - 1