



DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
SCHOOL OF COMMERCE & MANAGEMENT
B.B.A. (Bachelor of Business Administration)
SEMESTER –5 (Credit -4)
DSE 2/Major
Digital Marketing and Communication

S.N	Unit	Writers Name and Contact No.
1	Introduction to Digital Marketing • Introduction • Meaning and scope • Importance of digital marketing • Traditional vs Digital marketing • Digital marketing platforms overview • Exercise	
2	Digital Marketing Environment • Introduction • Digital ecosystem • Online consumer behaviour • Customer journey (Awareness to Purchase) • Latest trends in digital marketing • Exercise	
3	Basics of Marketing Communication • Introduction • Meaning of communication • Process and elements of communication • Types of communication (verbal, non-verbal, written) • Role of communication in branding • Exercise	
4	Digital Communication Tools • Introduction • Website as a communication tool • Social media communication • Email communication	

	• SMS and push notifications • Exercise	
5	Website Planning and Design Basics • Introduction • Importance of website for business • Website structure and navigation • Basics of UI/UX • Landing page concept • Exercise	
6	Search Engine Optimization (SEO) • Introduction • Meaning and benefits of SEO • Keyword research basics • On-page SEO (title, meta, content) • Off-page SEO (backlinks, sharing) • Exercise	
7	Search Engine Marketing (SEM) • Introduction • Meaning of SEM • PPC (Pay-Per-Click) concept • Google Ads overview • Types of paid search ads • Exercise	
8	Social Media Marketing (SMM). • Introduction • Social media platforms (Instagram, Facebook, LinkedIn, etc.) • Creating social media strategy • Engagement and reach • Hashtags and posting schedule • Exercise	
9	Content Marketing • Introduction • Meaning and importance of content • Types of content (blogs, reels, videos, posts) • Content planning and calendar • Storytelling in marketing • Exercise	

10	Email Marketing • Introduction • Meaning and uses • Email list and segmentation basics • Newsletter and promotional emails • Email writing basics (subject line, CTA) • Exercise	
11	Mobile Marketing • Introduction • Meaning and scope • WhatsApp marketing basics • SMS marketing • App-based marketing introduction • Exercise	
12	Online Advertising • Introduction • Display advertising • Banner and video ads • Sponsored posts and influencer ads • Basic ad objectives (awareness, leads, sales) • Exercise	
13	Digital Marketing Analytics • Introduction • Meaning of analytics • Basic KPIs (traffic, clicks, conversions) • Introduction to Google Analytics • Measuring campaign performance • Exercise	
14	Digital Marketing Ethics and Future Trends • Introduction • Digital privacy and data protection basics • Ethical marketing practices • Cyber safety and consumer trust • Future trends (AI, automation, influencer marketing) • Exercise	