Karmaveer Bhaurao Patil University, Satara

Syllabus for

Skill Level - 7 (E-Campaign Specialist)

Under

Faculty of Science and Technology

(As per NEP 2020)

With effect from Academic Year 2024-2025

Title of Skill Course: E-Campaign Specialist

1. Sector: Digital Marketing, IT

2. Title: E-Campaign Specialist I

3. Subject: M.Sc. (Computer Application)

4. Year of implementation: 2024

Course Structure

Skill Level	Theory Hours	Practical Hours	Total Hours	Credits	No. of students in batch
7	20	30	50	2	30

Theory Syllabus (Contact Hrs: 15, Credits: 02)

Course Objectives: Student will be able to

1. Understand the foundational concepts and strategies in digital marketing.

2. Gain proficiency in various digital marketing channels such as SEO, SEM, social media, and email marketing.
3. Develop skills in data analytics, performance tracking, and optimization.
4. Learn to create and manage digital marketing campaigns that align with business goals.
5. Explore the latest trends and tools in digital marketing.

Credits (Total Credits 2)	SEMESTER-I E-Campaign Specialist -I	No. of hours per unit/credits
UNIT - I	**Introduction to Digital Marketing**	**(11)**
	Overview of Digital Marketing Digital Marketing Channels Digital Marketing Strategy Understanding Digital Consumers	
UNIT - II	**Search Engine Optimization (SEO) and PPC Advertising**	**(11)**
	Search Engine Optimization (SEO):- On-Page and Off-Page SEO, Technical SEO, Keyword Research and Optimization, Link Building Strategies, SEO Tools and Analytics Pay-Per-Click (PPC) Advertising	

	Introduction to PPC Google Ads and Bing Ads, Creating and Managing PPC Campaigns, Budgeting and Bidding Strategies, Ad Copywriting and Optimization, Performance Tracking and Reporting	

Course outcomes: Student should be able to

1. Demonstrate knowledge of digital marketing fundamentals and the ability to apply them in real-world scenarios.
2. Analyze and optimize website content and structure to improve search engine rankings (SEO).
3. Plan, execute, and measure the effectiveness of paid search (SEM) and social media advertising campaigns.
4. Utilize data analytics tools to track campaign performance and make data-driven decisions.
5. Create compelling content strategies and manage content distribution across digital platforms.
6. Understand the ethical and legal considerations in digital marketing.
7. Develop an integrated digital marketing plan that incorporates various channels and tools.

References-

1. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" Authors: Chuck Hemann, Ken Burbary

2. Google Analytics Breakthrough: From Zero to Business Impact"

    Authors: Feras Alhlou, Shiraz Asif, Eric Fettman

E-Campaign Specialist -I (LAB)

Course Objectives: Student will be able to

1. Understand the foundational concepts and strategies in digital marketing.
2. Gain proficiency in various digital marketing channels such as SEO, SEM, social media, and email marketing.
3. Develop skills in data analytics, performance tracking, and optimization.
4. Learn to create and manage digital marketing campaigns that align with business goals.
5. Explore the latest trends and tools in digital marketing.

Credits (Total Credit2)	SEMESTER-I E-Campaign Specialist -I	No. of hours per unit/credits
Level - 7	1. Create a basic digital marketing plan for a small business. 2. Compare and contrast digital marketing with traditional marketing using real-world examples. 3. Identify and categorize different digital marketing channels using a case study. 4. Develop buyer personas based on target audience research. 5. Conduct a competitive analysis of a selected industry and suggest improvements in digital strategy. 6. Perform keyword research using tools like Google Keyword Planner or SEMrush 7. Optimize a web page for on-page SEO, including meta tags, headings, and content. 8. Conduct a technical SEO audit of a website using tools like Screaming Frog. 9. Develop a link-building strategy and identify potential backlink opportunities. 10. Set up and configure a Google Ads account. 11. Create and launch a basic PPC campaign on Google Ads. 12. Write and optimize ad copy for a PPC campaign. 13. Analyze the performance of a PPC campaign and create a report. 14. Adjust bidding strategies in a live PPC campaign based on performance data. 15. Conduct A/B testing on different PPC ad variations to determine the most effective version.	2

Course outcomes-Students should be able to……

1. Demonstrate knowledge of digital marketing fundamentals and the ability to apply them in real-world scenarios.
2. Analyze and optimize website content and structure to improve search engine rankings (SEO).
3. Plan, execute, and measure the effectiveness of paid search (SEM) and social media advertising campaigns.
4. Utilize data analytics tools to track campaign performance and make data-driven decisions.
5. Create compelling content strategies and manage content distribution across digital platforms.
6. Understand the ethical and legal considerations in digital marketing.
7. Develop an integrated digital marketing plan that incorporates various channels and tools.

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1. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" Authors: Chuck Hemann, Ken Burbary
2. Google Analytics Breakthrough: From Zero to Business Impact"
   i. Authors: Feras Alhlou, Shiraz Asif, Eric Fettman