



**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: E-Campaign Specialist, IT
2. Title: E-Campaign Specialist II
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-II E-Campaign Specialist -II	No. of hours per unit/credits
<b>UNIT - I</b>	<b>Social media and Content Marketing</b>	<b>(11)</b>
	<b>Social Media Marketing (SMM)</b> Platform Selection, Content Strategy, Engagement and Community Building, Analytics and Optimization <b>Content Marketing</b> Content Creation, Content Distribution, Performance Measurement	
<b>UNIT - II</b>	<b>Email Marketing, Analytics, and Future Trends</b>	<b>(11)</b>
	<b>Email Marketing</b> Building an Email List Creating Effective Email Campaigns Personalization and Segmentation A/B Testing and Optimization Compliance with Email Marketing Laws Web Analytics and Reporting Setting Up and Configuring Google Analytics Understanding Key Metrics (e.g., Traffic, Conversion Rates) Tracking User Behavior and Engagement Reporting and Data Visualization Conversion Rate Optimization (CRO) Strategies Future Trends in Digital Marketing	

**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

**(LAB) E-Campaign Specialist -II****Course Objectives:** Student will be able to

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<b>Credits (Total Credit2)</b>	<b>SEMESTER-II  E-Campaign Specialist -II</b>	<b>No. of hours per unit/credits</b>
<b>Level - 8</b>	<ol style="list-style-type: none"> <li>1. Set up and optimize social media profiles on platforms like Facebook, Twitter, and LinkedIn.</li> <li>2. Develop a social media content calendar for a month.</li> <li>3. Create engaging social media content, including images, videos, and posts.</li> <li>4. Launch a paid social media advertising campaign on Facebook or Instagram.</li> <li>5. Monitor and analyze social media engagement using platform analytics tools.</li> <li>6. Write a blog post optimized for SEO, including keyword usage and internal linking.</li> <li>7. Create a video or infographic for content marketing purposes.</li> <li>8. Distribute and promote content across various channels, including social media and email.</li> <li>9. Measure the effectiveness of content marketing efforts using tools like Google Analytics.</li> <li>10. Set up and configure an email marketing tool like Mailchimp or HubSpot.</li> <li>11. Design an email newsletter template and send a test campaign.</li> <li>12. Segment an email list based on user behavior and demographics.</li> <li>13. Perform A/B testing on different email subject lines and content.</li> <li>14. Set up Google Analytics for a website and track basic metrics like page views and bounce rate.</li> <li>15. Create a report on future trends in digital marketing, focusing on AI, voice search, and interactive content.</li> </ol>	2

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11. Utilize data analytics tools to track campaign performance and make data-driven decisions.
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13. Understand the ethical and legal considerations in digital marketing.
14. Develop an integrated digital marketing plan that incorporates various channels and tools.

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