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BBA

Semester I

Calicut University

Digital Marketing for Business

Course Code: BBA1MN101 • Module SYLLABUS Notes

Course Syllabus

Course Code: BBA1MN101 | **Course Title:** Digital Marketing for Business | **Semester:** I

Module I: Introduction to Digital Marketing

- Unit 1: Concept, Scope, and Evolution of Digital Marketing vs Traditional Marketing.
- Unit 2: Digital Marketing Ecosystem – Search, Social, Content, Email, and Mobile Channels.
- Unit 3: Understanding Online Consumer Behavior and Digital Buyer Personas.
- Unit 4: Digital Marketing Strategy & Customer Acquisition Funnel.

Module II: Search Engine Marketing & Content Strategy

- Unit 5: Search Engine Optimization (SEO) – On-Page, Off-Page, and Technical SEO.
- Unit 6: Keyword Research, Link Building, and Search Algorithm Updates.
- Unit 7: Search Engine Marketing (SEM) & Pay-Per-Click (PPC) Advertising via Google Ads.
- Unit 8: Content Marketing – Blogging, Video Marketing, and Content Distribution.

Module III: Social Media Marketing & Email Campaigns

- Unit 9: Social Media Marketing (SMM) – Meta (Facebook/Instagram), LinkedIn, X, YouTube.
- Unit 10: Social Media Advertising, Audience Targeting, and Community Management.

- Unit 11: Email Marketing – Subscriber Lists, Drip Campaigns, and Automation.
- Unit 12: Influencer Marketing and Online Reputation Management (ORM).

Module IV: Digital Analytics & Performance Measurement

- Unit 13: Web Analytics – Google Analytics (GA4) Setup, Key Metrics, and Reporting.
- Unit 14: Measuring Conversion Rates, CTR, CPA, ROI, and Customer Lifetime Value (CLV).
- Unit 15: Mobile Marketing, App Store Optimization (ASO), and Push Notifications.
- Unit 16: Legal, Ethical, and Privacy Issues in Digital Marketing (GDPR, Data Protection).

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