



**ANDHRA PRADESH STATE COUNCIL OF HIGHER
EDUCATION**

**Model Syllabus for Digital Marketing (Minor) in consonance with
Curriculum framework w.e.f. AY 2025-26**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
II	III	1	Fundamentals of Digital Marketing	4	4
	IV	2	Social Media Marketing	4	4
III	V	3	Affiliate Marketing	4	4
		4	Search Engine Optimisation	4	4
	VI	5	E-Mail Marketing	4	4
		6	Mobile Marketing	4	4

SEMESTER-III

COURSE 1: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Help students identify the core concepts of marketing and the role of digital marketing in society.
- Equip learners with the ability to collect, process, and analyze consumer and market data for informed marketing decisions.
- Understand pricing strategies and the integration of digital tools in the marketing mix.
- Explore the relevance and application of marketing automation, email marketing, and influencer marketing.
- Highlight the importance and strategic implementation of digital content such as blogs, social media, and mobile-based campaigns.

Course Outcomes (COs)

Upon successful completion of the course, students will be able to:

CO1: Understand the concepts, evolution, scope, and significance of digital marketing.

CO2: Analyze the role of marketing automation and CRM systems in digital strategy.

CO3: Apply digital marketing mix tools including online advertising, content creation, lead generation, and influencer marketing.

CO4: Examine the mechanics and impact of email and mobile marketing in B2B and B2C contexts.

CO5: Create, optimize, and evaluate blog content and understand its importance in brand communication.

UNIT I: Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM.

UNIT II: Marketing Automation: Definition, Advantages, Marketing Automation Softwares: CRM, Sales force, Analytics; Customer Experience (CX), How does marketing automation help marketers, Marketing automation tools.

UNIT III: Digital Marketing Mix: Online Advertising, Lead Generation, Social Media Marketing, Content and Copywriting. Influencer Marketing: Influencer, Payment to Influencer, difference between influencer marketing and celebrity endorsements.

UNIT IV: Email Marketing- Need for Emails, Types of Emails, options in Email advertising, Features of MailChimp, Mobile Marketing: Overview of the B2B and B2C Mobile Marketing.

UNIT V: What are Blogs, Importance of Blogs, Personal Blogs, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, and Blog Stats.

Student-Centric Activities

- Assignment: Create a blog on any niche of student's interest using a blog platform and submit analytics/statistics.
- Guest Lecture: Invite a digital marketing agency professional to explain real-life marketing automation practices.
- Group Discussion: Conduct discussion on the effectiveness of influencer marketing vs celebrity endorsements.
- Workshop: Conduct hands-on sessions on MailChimp and mobile marketing campaign design.
- Quiz: Weekly quiz on concepts and tools like SEO, social media metrics, email types, and CRM systems.

REFERENCE BOOKS:

1. Dave Evans., Susan Bratton, (2010). Social Media Marketing: The Next Generation of Business Engagement. Wiley
2. Your Google Game Plan for Success: Increasing Your Web
3. Michael J. Thibault (2023). The Influencer Blueprint: A Step-by-Step Guide to Harnessing the Power of Influencer Marketing for Business Success.
4. How To Start a Blog (on the Side) by Ryan Robinson
5. George Pain(2019). Marketing Automation and Online Marketing: Automate Your Business through Marketing Best Practices such as Email Marketing and Search Engine Optimization
6. Stevan Roberts (2016). Marketing AI: From Automation to Revenue Performance Marketing
7. Jodie the Mom (2023) Email Marketing Planner: Organize and Track Your Emails

SEMESTER-IV

COURSE 2: FUNDAMENTALS OF DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce current and core practices of Digital and Social Media Marketing that allow learners to analyze, plan, execute, and evaluate a digital marketing strategy.
- Help students understand various digital platforms and tools relevant to contemporary marketing.
- Develop competencies in managing and customizing content across social media platforms.
- Familiarize learners with optimization and performance measurement techniques in social media.
- Equip students to integrate social media into broader digital and business strategies.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand the social media space, including types of websites, blogs, and apps used in digital marketing.

CO2: Analyze the effectiveness of social media programs of businesses and competitors.

CO3: Design and customize social media strategies aligned with specific business goals.

CO4: Implement and manage marketing campaigns using platforms like Facebook, LinkedIn, Twitter, and YouTube.

CO5: Evaluate the performance of social media marketing through social analytics, automation, and integrated tools.

UNIT I:

Introduction to digital and social media marketing-meaning-definition-types of social media websites-mobile apps-email- social media-various social media websites; Blogging-types, platforms.

UNIT II:

Social Media Management-Social Media and Target Audience-Sharing content on Social Media-Book marking websites; DO's and Don'ts of Social media.

UNIT III:

Social Media Strategy-Goals ,Planning, Strategies, Monitoring Analysis; Tips of Social Media Marketing-Customization; Social Media Optimization; Social Media Promotion-paid advertising – other methods-Social Media ROI.

UNIT IV:

Social Media for Marketing -Facebook, LinkedIn, Twitter, YouTube. Establishing Relationship with customers Social Media.

UNIT V:

Social Analytics- Automation and Social Media- Social Media and other types of Marketing, Managing Tools of Social Media.

Student-Centric Activities

- **Blogging Exercise:** Students will create and maintain a blog using any popular platform (e.g., WordPress/Blogger).
- **Social Media Audit:** Teams will analyze the digital presence of selected brands and present strategic improvement suggestions.
- **Workshop:** Conduct hands-on sessions on social media tools like Buffer, Hootsuite, or Canva for marketing campaigns.
- **Group Discussion:** Discuss the impact of paid vs organic promotion on social media platforms.
- **Quiz and Case Analysis:** Regular quizzes and mini-case analysis based on trending digital campaigns or influencer strategies.

TEXT BOOKS:

1. **Digital Marketing:** Seema Gupta-Mcgraw hill
2. **Social Media Marketing:** Tracy L. Tuten (2021).
3. **Social Media Marketing: A Strategic Approach.** Debra Zahay, Mary Lou Roberts
4. **ChatGPT & Social Media Marketing.** Ryan Turner.

SEMESTER-V

COURSE 3: AFFILIATE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Introduce current and core practices of Digital and Social Media Marketing that allow learners to analyze, plan, execute, and evaluate a digital marketing strategy.
- Help students understand various digital platforms and tools relevant to contemporary marketing.
- Develop competencies in managing and customizing content across social media platforms.
- Familiarize learners with optimization and performance measurement techniques in social media.
- Equip students to integrate social media into broader digital and business strategies.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand the social media space, including types of websites, blogs, and apps used in digital marketing.

CO2: Analyze the effectiveness of social media programs of businesses and competitors.

CO3: Design and customize social media strategies aligned with specific business goals.

CO4: Implement and manage marketing campaigns using platforms like Facebook, LinkedIn, Twitter, and YouTube.

CO5: Evaluate the performance of social media marketing through social analytics, automation, and integrated tools.

UNIT I: Introduction to affiliate marketing how affiliate marketing works-affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding-tiered affiliate marketing cross selling and up selling-multi tier marketing and commissions.

UNIT II: Enrolling in an affiliate marketing program-signing up as an affiliate-logging into your affiliate account-integrating affiliate links into your websites-monitoring affiliate performance and tracking sales - setting up an affiliate website. Promoting your affiliate program-performing market analysis and market research-market strategies establishment- affiliate marketing and organic search optimization.

UNIT III: Types of Affiliate Marketing Search affiliates-Price comparison service website Loyalty websites-Cause related and coupon websites Content and niche market website Personal weblogs and website syndicates-Email marketing and shopping directories Registration or co-registration affiliates-File sharing affiliates.

Unit IV: Strategies to improve affiliate marketing - affiliate links and how to deal with them-promoting your affiliate program-overcoming the challenges of affiliate marketing, performing market analysis and market research-market strategies establishment-affiliate marketing and organic search optimization.

Unit V: Setting Up affiliate Marketing Program - How to attract affiliates-Hosting and implementing an affiliate program-Growing your Affiliate Numbers. Setting up an affiliate program-Affiliate network service agreement-Data feeds and customer returns. Merchants/publisher management-Affiliate program promotion and content pages, Screen Affiliates-Combating affiliate fraud.

Student-Centric Activities

- **Blogging Exercise:** Students will create and maintain a blog using any popular platform (e.g., WordPress/Blogger).
- **Social Media Audit:** Teams will analyze the digital presence of selected brands and present strategic improvement suggestions.
- **Workshop:** Conduct hands-on sessions on social media tools like Buffer, Hootsuite, or Canva for marketing campaigns.
- **Group Discussion:** Discuss the impact of paid vs organic promotion on social media platforms.
- **Quiz and Case Analysis:** Regular quizzes and mini-case analysis based on trending digital campaigns or influencer strategies.

Text Books

1. Bruce C. Brown: The Complete Guide to Affiliate Marketing on the Web: How to Use and Profit from Affiliate Marketing Programs. (2008)
2. Eugenia Prussakov: Affiliate Program Management: An Hour a Day (2011).
3. Affiliate Marketing 2023 - Step by Step Michael Gordon Cohen (2023).
4. Evergreen Affiliate Marketing: Master the Mindset, Learn the Strategies and Apply the Systems Used by the World's Wealthiest Affiliate Marketers. Nate McCallister, Iram Allam, et al.(2021)

SEMESTER-V

COURSE 4: SEARCH ENGINE OPTIMISATION

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- ✓ Understand the fundamental components of retail operations including store administration and management.
- ✓ Analyze inventory management techniques and their practical implications in the retail context.
- ✓ Examine retail operations including space allocation, merchandise handling, and checkout systems.
- ✓ Interpret financial trends and budgeting processes in asset and resource management.
- ✓ Evaluate the role of store security, maintenance, energy, and credit management in operational efficiency.

Learning Outcomes

At the end of the course, the students will be able to:

- CO1: Explain the structural setup and operational role of retail store management.
- CO2: Apply inventory control models such as EOQ, ABC, and GAP analysis to retail operations.
- CO3: Analyze store-level operations like space utilization, merchandise handling, and checkout systems.
- CO4: Interpret key business ratios and budgeting methods used in retail asset management.
- CO5: Assess and propose solutions for store security, loss prevention, and credit management challenges.

UNIT-I:

Overview: Performance: total clicks, total impression, avg. CTR, avg position - URL Inspection: URL on is Google – view crawled page–view source, learn more option

UNIT-II:

Index: Coverage: valid, excluded, valid with warnings, submitted and indexed, discovery, referring page, pages with errors, valid pages -Sitemaps-add new sitemap, submitted site maps, type, submitted, last read, status, discovered URLs.

UNIT-III:

Enhancements: -- Core web vitals -Mobile usability-AMP- bread crumbs-FAQ- How to-Logos- Review snippets-Site Links Search box

UNIT-IV:

Security & Manual Actions: Manual actions-How do I remove Manual Actions in Search Engine Optimisation-security issues and its report-

UNIT-V:

Legacy Tools and Reports: Links-settings-submit feedback- about new version- International targeting-messages-URL parameters-web Tools

Student-Centric Activities

- Conduct a field visit to a retail store and observe inventory management techniques such as EOQ, ABC analysis, or display planning.
- Submit a reflective report on operational layout and space utilization in a retail environment.
- Design a store layout using digital tools based on principles of visual merchandising and customer traffic flow.
- Prepare a mini-budget and resource allocation exercise for a simulated retail outlet.
- Organize a group presentation on modern credit management practices and energy-efficient retail infrastructure.
- Activities
- Written Assignments
- Oral Presentation
- Quiz Programme

References:

1. The Ultimate Guide to Google Search Console 2021 by AjaFrom@ajavuu, <https://blog.hubspot.com/marketing/google-search-console>
2. Google search console: Knowledge panel by Sajith Thomos and Evin Jaison 2016
3. Google Search Console: A Complete Guide by Gerardus Blokdyk 2018, Bookshout publishers

SEMESTER-VI

COURSE 5: E-MAIL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Provide students with a comprehensive understanding of email marketing and its role in digital promotion.
- Enable learners to craft effective email campaigns that foster engagement, brand loyalty, and lead generation.
- Familiarize students with email marketing platforms, particularly MailChimp, and campaign automation features.
- Teach the design, scheduling, execution, and performance analysis of email campaigns.
- Introduce alternative tools to MailChimp for comparative learning and diversified skill development.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:
CO1: Understand the importance, evolution, and goals of email marketing in the digital business ecosystem.

CO2: Design compelling email content, subject lines, and campaigns that align with strategic goals.

CO3: Navigate the MailChimp platform, build subscriber lists, and integrate forms effectively.

CO4: Create and manage different types of email campaigns, newsletters, and automate workflows using MailChimp.

CO5: Evaluate and compare alternative email marketing tools and platforms like MailerLite, Sendinblue, Active Campaign, and HubSpot.

Unit I: Introduction to Email Marketing

Importance of Email Marketing – Popular Email Marketing Tools – Email Marketing Goals – History of Email Marketing – Advantages and Disadvantages of Email Marketing.

Unit II: E-Mail Marketing Understanding

Benefits of Email Marketing – How to Write Effective Content and Subject Line – Why Email Automation is Required – Designing an Effective Email Campaign – Tracking Email Marketing Reports – Email Guidelines.

Unit III: Introduction to MailChimp

MailChimp Structure – Account Setup and Settings – Email Marketing Strategy – Creating a Subscriber List – Integration of Forms in Site – Import Subscribers in a List.

Unit IV: MailChimp: Types of Email Marketing

Campaigns – Creating an Email – What is the Newsletter – Design a Newsletter – Reports – Marketing Automation.

Unit V: Best Email Marketing Alternatives

Introduction to MailerLite, Sendinblue, ActiveCampaign, HubSpot, etc.

Student-Centric Activities

- Written assignment on “Drafting an Effective Email Campaign Strategy” using sample marketing goals.
- Oral presentation on comparative analysis of MailChimp and other platforms (MailerLite, HubSpot, etc.).
- Quiz programme covering email marketing terms, automation workflow, campaign types, and legal guidelines (e.g., CAN-SPAM compliance).
- Practical task: Create a demo email campaign using MailChimp and present campaign performance reports.
- Group activity: Design and showcase a newsletter layout based on a chosen business scenario.

References

1. Tom Corson-Knowles. *Email Marketing Mastery*. TCK Publishing.
2. Susan Gunelius. *Ultimate Guide to Email Marketing for Business*. Entrepreneur Press, 2018.

SEMESTER-VI

COURSE 6: MOBILE MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives

This course is designed to:

- Equip students with a foundational understanding of mobile marketing concepts, tools, and practices.
- Familiarize learners with various mobile campaign delivery platforms including SMS, mobile apps, and mobile websites.
- Explore supplemental services such as QR codes, AR, IVR, and their integration into marketing strategies.
- Provide insight into mobile advertising, search, regulations, and incentive systems in mobile-based promotions.
- Enable students to understand mobile marketing analytics and social media integration through practical tools like Buffer.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: Understand and explain mobile marketing fundamentals and campaign delivery options.

CO2: Identify and integrate supplemental mobile services like QR codes, AR, and IVR into mobile strategies.

CO3: Evaluate mobile advertising methods and apply rules and compliance regulations for mobile campaigns.

CO4: Develop mobile-integrated social media strategies using platforms like Facebook and location-based services.

CO5: Utilize mobile marketing software such as Buffer to design, execute, and analyze real-time campaigns.

UNIT I: Introduction to Mobile Marketing

Introduction to Mobile Marketing – Understanding Mobile Devices – Choosing the Right Device – Core Product and Service Offerings – Campaign Delivery Options: SMS, MMS, Mobile Apps, Mobile Websites – App Marketing.

UNIT II: Supplemental Mobile Products and Services

Campaign Delivery Options: QR Codes, Augmented Reality (AR), Interactive Voice Response (IVR) – Integration with Traditional Marketing – Cross-Channel Synchronization.

UNIT III: Mobile Advertising and Search

Mobile Advertising – Mobile Search Integration – Programmatic Ad Buying – Mobile Incentives and Loyalty Programs – Compliance and Legal Aspects – Mobile Campaign Regulations.

UNIT IV: Mobile Marketing and Social Media Integration

Social Media and Mobile Marketing – Content Optimization for Mobile – Facebook Advertising for Mobile – Location-Based Services – Beacons – Mobile-Responsive Web Design – Mobile Analytics – Career Opportunities in Mobile Marketing.

UNIT V: Practical Applications Using Buffer

Hands-on Lab: Using Buffer Software for Mobile Campaigns – Page Creation – Campaign Design – Scheduling – Performance Tracking – Team Collaboration – Case Studies.

Student-Centric Activities

- **Written Assignment:** Design a multi-channel mobile marketing strategy including SMS, apps, and social media.
- **Oral Presentation:** Present an analysis of QR code or AR-based mobile campaign examples.
- **Quiz Programme:** Covering mobile marketing platforms, rules, analytics, and practical tool use.
- **Practical Task:** Create and schedule a marketing campaign using Buffer and submit performance metrics.
- **Group Activity:** Simulate a live campaign using mobile apps and location-based promotions targeting campus events.

References

1. Daniel Rowles – *Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising*
2. Anindya Ghose – *Tap: Unlocking the Mobile Economy*
3. Erik Qualman – *Socialnomics: How Social Media Transforms the Way We Live and Do Business*