

Department of Management Studies

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA(DM) 2nd Semester : 2025-256

Course Name (Code) :

Introduction to Digital Marketing (BBD-102-V)

Faculty : Dr. Munish

Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.

S. No.	Lecture No	CO (No)	Topic Description	Teaching Pedagogy	Reference Material	Date		Remarks, if any
						Planned	Actual Delivery	
1	1	1	Introduction to Digital Marketing (DIM)	Projector/PPT	Internet & Text Book			
2	2	1	Overview of Digital marketing	Projector/PPT	Internet & Text Book			
3	3	1	Meaning, Definition of Digital Marketing	Projector/PPT	Internet & Text Book			
4	4	1	Origin and Need of Digital marketing	Projector/PPT	Internet & Text Book			
5	5	1	History of DIM	Projector/PPT	Internet & Text Book			
6	6	1	Traditional Vs. Digital Marketing	Projector/PPT	Internet & Text Book			
7	7	1	Concept to DIM	Projector/PPT	Internet & Text Book			
8	8	1	Approaches to DIM	Projector/PPT	Internet & Text Book			
9	9	1	Advantage and Disadvantages of DM	Projector/PPT	Internet & Text Book			
10	10	1	Scope of DIM	Projector/PPT	Internet & Text Book			
11	11	2	Overview of various tools and modes of digital marketing	Projector/PPT	Internet & Text Book			
12	12	2	Various tools and modes of digital marketing	Projector/PPT	Internet & Text Book			
13	13	2	Display Ads	Projector/PPT	Internet & Text Book			
14	14	2	Mobile Marketing	Projector/PPT	Internet & Text Book			
15	15	2	Email Marketing- Need for Emails	Projector/PPT	Internet & Text Book			
16	16	2	Types of Emails and options in email advertising	Projector/PPT	Internet & Text Book			
17	17	2	Social media marketing	Projector/PPT	Internet & Text Book			
18	18	2	Content marketing	Projector/PPT	Internet & Text Book			
19	19	2	Popular forms of digital Marketing	Projector/PPT	Internet & Text Book			
20	20	3	Measurement Metrics-Digital Marketing Media	Projector/PPT	Internet & Text Book			
21	21	3	Measurement Metrics-Digital Marketing Media	Projector/PPT	Internet & Text Book			
22	22	3	Budget Allocation	Projector/PPT	Internet & Text Book			
23	23	3	ROI for Digital Marketing	Projector/PPT	Internet & Text Book			
24	24	3	Analytics and Key Performance Indicators (KPI)	Projector/PPT	Internet & Text Book			
25	25	3	Analytics and Key Performance Indicators (KPI)	Projector/PPT	Internet & Text Book			
26	26	3	Attribution Models	Projector/PPT	Internet & Text Book			
27	27	3	Attribution Models	Projector/PPT	Internet & Text Book			
28	28	3	Frameworks in Digital Marketing	Projector/PPT	Internet & Text Book			
29	29	4	Pitfalls of Digital Marketing	Projector/PPT	Internet & Text Book			
30	30	4	Good practices in digital marketing	Projector/PPT	Internet & Text Book			
31	31	4	Emerging technologies for Digital Marketing	Projector/PPT	Internet & Text Book			
32	32	4	Leading, management and governance of Digital Marketing teams	Projector/PPT	Internet & Text Book			
33	33	4	Leading, management and governance of Digital Marketing teams	Projector/PPT	Internet & Text Book			
34	34	4	Digital Marketing for start-up	Projector/PPT	Internet & Text Book			
35	35	4	Digital Marketing for MSMEs and rural enterprise	Projector/PPT	Internet & Text Book			
36	36	4	Future of digital marketing.	Projector/PPT	Internet & Text Book			

Course Outcomes (COs)

COx	Statement
1	Understand the importance of digital marketing in a rapidly changing business landscape.
2	Learn the key elements of a digital marketing strategy.
3	Examine how effectiveness of a digital marketing campaign can be measured.
4	Demonstrate knowledge and ability to implement common digital marketing tools such as SEO, SEM, social media, and blogs.
5	

Study Material / Books / Web-resources / Online Courses Links etc.

S. No.	Description
1	Bhatia,P.S.,Fundamentals of Digital Marketing,Pearson