

Lesson plan

Name of the Assistant /Associate Professor: Ravita Rani

Class- B.A. I (IInd Sem).

SESSION: 2024-25

Subject- Commerce MDC (Basics of Digital Marketing)

Week 1
Introduction of Digital Marketing: Meaning & Characteristics.
Week 2
Difference between Digital and Traditional Marketing.
Week 3
Scope of Digital Marketing. Tools used for Digital Marketing Domain names and types.
Week 4
Website hosting and types. SWOT Analysis of Business for Digital Marketing.
Week 5
Search Engine Optimization (SEO): Introduction to SEO; understanding search engines.
Week 6
basics of keyword research; On-page and off-page Search Engine Optimization. Basics of Search Engine Marketing (SEM).
Week 7
Content marketing; Affiliate marketing.
Week 8
Email marketing; Mobile marketing.
Week 9
Ethical and Legal Issues in the field of digital marketing.
Week 10
Revision and doubt solving session.
Week 11
Revision and doubt solving session.
Week 12
Revision and doubt solving session.
Week 13
Revision and doubt solving session.