

## **E-Commerce and Digital Marketing**

**Paper I : E- Commerce**

**Paper II : Digital Marketing**

**Paper III : Internet and Social Media Marketing**

**Paper IV : Field Work and Project Report**

## **Paper I: E- Commerce**

Course Code:

Paper Code:

Course Title: E- Commerce

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of E- Commerce.

### **Details**

- I. Meaning, Characteristics, Origin, Process, Key Drivers of E-Commerce; Traditional Commerce VS E-Commerce; Benefits; E-Commerce Models; Mobile Commerce; Barriers to E- Commerce.
- II. Internet and E-Commerce; Networking- LAN, WAN; Business uses of Internet; WWW; Protocols; Intranet and Internet.
- III. Electronic Payment Systems- Methods, Security Issues; Electronic Banking.
- IV. Data Warehousing; Client Server Computing; Data Mining.
- V. ERP- Meaning, Functions; SAP Applications; Business Intelligences; Ethics; Security and E-Governance.

### **Books Recommended**

1. C.S. Rayadu: E-Commerce and E-Business, Himalaya Publishing House.
2. V.D. Dudiya: Information Technology- E-Commerce & E-Business, Commonwealth Publisher.
3. B. Bhasker: Electronic Consumer Framework- Technologies and Applications, Tata Mcgraw- Hill.
4. Parag Diwan and Sunil Sharma: Electronic Commerce- A Managers Guide to E-Business, Vanity Books International.

## **Paper II: Digital Marketing**

Course Code:

Paper Code:

Course Title: Digital Marketing

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of Digital Marketing.

### **Details**

- I. Digital Marketing- Introduction; Process of Digital Marketing: Digital VS Traditional Marketing.
- II. Visibility- Meaning & Types; Visitors Engagement; Importance of Visitors Engagement.
- III. Inbound Traffic; Outbound Traffic.
- IV. Types of Conversion; Process of Conversion.
- V. Performance Evaluation; Importance and Tools of Performance Evaluation.

### **Book Recommended**

1. Ian Dodson: The Art of Digital Marketing Wiley.
2. Simon Kingonorth: Digital Marketing Strategy, Kogan Page.

## **Paper III: Internet and Social Media Marketing**

Course Code:

Paper Code:

Course Title: Internet and Social Media Marketing

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of Internet and Social Media Marketing.

### **Details**

- I. Introduction to Internet; Internet VS Web: Introduction to Website.
- II. Domain Names; Web Servers & Web hosting; Types of Web Servers.
- III. Planning a Website; Objectives of Website; Creation of Website; Steps/ Process; Web page contents; Adding Plugins.
- IV. Meaning and Paradigms of Social Media; Social Media Marketing VS Internet Marketing; Viral Marketing; Facebook Marketing; Creating Facebook Page; Facebook Glossary; Facebook Fans Engagement; Facebook Advertising.
- V. LinkedIn Marketing; Individual Profile VS Company Profile; LinkedIn Groups; LinkedIn Advertising; Twitter Marketing; Understanding Twitter; Advertising on Twitter; Tools for Twitter Marketing.

### **Book Recommended**

1. Dan Zarrella: Social Media Marketing, o' Reilly Media.
2. Dave Welch: Social Media Marketing, Mikkelsen Twins.
3. Janet Abbate: Inventing the Internet, Kindle.

### **Paper III: Field Work and Project Report**

Course Code:

Paper Code:

Course Title: Field Work and Project Report

**Learning objective:** The objective of this paper is to make the students understand the concept and various aspects of Field Work and Project Report.