Netaji Subhash Chander Bose Memorial Govt. College Hamirpur, Himachal Pradesh

Tel. No.: 01972-222227, FAX: 01972-222227, E-mail: gchamirpur-hp@nic.in

School of Business Administration

Report

On

Add-on Course

Course Name: Basics of Digital Marketing

Mentor: Dr Sandesh Kumari

The Add-on Course on Basics of Digital Marketing on SWAYAM Indian Government Portal was offered by the School of Business Administration NSCBM Govt. College Hamirpur (H.P) to 5th semester students under the mentorship of Dr. Sandesh. It provides students with essential skills and knowledge to thrive in the digital marketing landscape. This course is designed to equip students with hands-on experience in areas such as SEO, social media marketing, content marketing, and analytics, ensuring they are prepared for the challenges of the modern marketing world. Under Dr. Sandesh's guidance, students gain both theoretical insights and practical applications, making them proficient in leveraging digital platforms for business growth.

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Himachal Pradesh
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## School of Business Administration

Notice

It is for the information of BBA-5th sem. students that the college is offering an additional course on SWAYAM Portal for the students of BBA-5th sem. All the students of BBA-5th sem are directed to register in this course. For more information contact **Dr. Sandesh Kumari.**

Course Details

Name of course: Basics of Digital Marketing

Duration: 12 Weeks

Name of Mentor: Dr. Sandesh Kumari
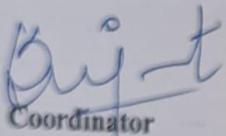
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The schedule of add-on course on the Basics of Digital Marketing is given below:

Week1 Digital Marketing Fundamentals – Understanding online marketing principles, strategies, and techniques.

Week 2 SEO (Search Engine Optimization) – Basics of optimizing websites for search engines.

Week 3 SEM (Search Engine Marketing) – Paid advertisements and search engine marketing campaigns.

Week 4 Social Media Marketing – Utilizing platforms like Facebook, Instagram, and Twitter for promotion.

Week 5 Content Marketing – Creating and promoting valuable content to attract a target audience.

Week 6 Email Marketing – Engaging users through email campaigns.

Week 7 Analytics – Measuring the success of digital marketing campaigns using tools like Google Analytics.

Week 8 PPC (Pay-Per-Click) – Basics of paid advertising strategies.

Week 9 Segmentation, Targeting and Positioning

Week 10 Affiliate Marketing – How affiliate partnerships drive sales and marketing results.

Week 11 Online video streaming apps such as Amazon prime video, Netflix, and Hotstar.

Week 12 Conversion rate for different   campaign ran on Google Ad words and YouTube.

After the completion of course Dr Sandesh, Mentor also conducted exam for the same. Exam includes objective-type questions. These exams typically cover above said key topics.

The objective-type questions could be multiple-choice. It is important to review all the course materials, practice quizzes, and tests provided on the platform, and understand key terminologies and concepts. Students are awarded by grades and also facilitates with certificates. These are the following information regarding students' weekly attendance (12 weeks), exam attendance and corresponding that student's grade are mentioned.

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SCHOOL OF BUSINESS ADMINISTRATION

Attendance of Assessment Examination

COURSE: Basics of Digital Marketing

Class: BBA 5th Sem.

S.NO	NAME	CLASS ROLL NO.	SIGN.
1.	SAKSHAM	22 BBA 017	Saksham
2.	Gaurav	22 BBA 023	
3.	Rajat Sharma	22 BBA 018	Rajat Jha.
4.	Aditya Thakur	22BBA001	Aditya.
5.	Ayush Thakur	22BBA003	Ayush
6.	Gaurav Taswal	22 BBA 019	G. Taswal.
7.	Aditya Sharma	22 BBA 035	Aditya
8.	Sourav Jaryal	22 BBA 015	
9.	Rayhon Jaryal	22 BBA 029	Rayhon Jaryal
10.	Chandar Bhardwaj	22 BBA 044	Chandar
11.	Sweti Thakur	22BBA024	Sweti
12.	AHAN KUMAR THAKUR	22BBA011	Ahan
13.	Nikhil thakur	22BBA065	
14.	Neha	22BBA034	Neha
15.	Priya	22BBA036	Priya
16.	Shalini	22BBA048	Shalini
17.	Komal Verma	22BBA007	Komal
18.	Megha Rana	22 BBA 021	Megha
19.	Ritika	22BBA056	Ritika
20.	Priyanshi	22BBA009	Priu.
21.	Anamika	22BBA061	Anamika.
22.	Tamika	22BBA 025	Tamika sharma
23.	Riya Sharma	22 BBA 049	Riya sharma
24.	Sonam Jaswal	22BBA026	
25.	Mayank	22BBA016	Mayank
26.	Nitin Sharma	22 BBA 030	Nitin Sharma
27.	Neetu Kumari	22BBA040	Neetu kumari.

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S.NO	NAME	CLASS ROLL NO.	SIGN.
28	AADARSH JAMWAL	22 BBA 038	Aamwp
29	Akash Sharma	22 BBA 046	Ay
30	Abhishek	22BBA063	Abhishk
31	Rajat Rana	22BBA028	Rajat
32	Kartik	22BBA045	Kartik
33	Amit Kumar	22BBA053	Amid.
34	Mohd. HUSSAIN	22.BBA 014	HUSSAIN
35	Munish	22 BBA 005	munish
36	Harshit Garg	22BBA055	Garg
37	Ansik Rana	22 BBA 050	Ansik Rana
38	Kajal	22BBA057	Kajal
39			
40			

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DATE / MONTH

#	Student Name	Class Roll No.												GRADE
1	Sourav Katyal	22BBA015												B
2	Rayhon Thayal	22BBA029												B
3	Gourav Jaswal	22BBA019												B
4	Aditya Sharma	22BBA035												A
5	Priyanshi	22BBA009												C
6	Anamika	22BBA061												C
7	Kajal	22BBA057												C
8	Riya Sharma	22BBA049												C
9	Neetu kumari	22BBA040												C
10	Shalini	22BBA048												B
11	Priya	22BBA036												A
12	Shruti Thakur	22BBA024												A
13	Saksham	22BBA017												B
14	Gaurav	22BBA033												A
15	Aditya Thakur	22BBA001												B
16	Rajat Sharma	22BBA018												C
17	Ayush Thakur	22BBA003												B
18	Tanika Sharma	22BBA025												B
19	RITIKA	22BBA056												ABSENT
20	Diksha Thakur	22BBA064												B
21	Aman Kumar Thakur	22BBA011												C
22	Megha Rana	22BBA021												C
23	Komal Verma	22BBA007												ABSENT
24	Anchal Sharma	22BBA043												ABSENT
25	Gaurav Thakur	22BBA041												C
26	Rajat Rana	22BBA028												C
27	Nikhil Thakur	22BBA065												C
28	Chand Bhardwaj	22BBA044												A
29	Ritika	22BBA066												C
30	Neha	22BBA034												
31	Rahul Mehta													
32	Nitin kumar													
33	Priyanshu Thakur													
34	Akanshi Sharma	22BBA046												C
35	Adarsh Tanwal	22BBA038											A	C
36	Kartik Nadda	22BBA045												C
37	Munish Sharma	22BBA005												C
38	Amit Redagu	22BBA08												C
39	Harshit Garg	22BBA055												C
40	Mohd. HUSSAIN	22BBA014												B
41	Nitin Sharma	22BBA030												C
42	Abhishek	22BBA063												C
43	Mayank	22BBA016												C
44	Samay Jaswal	22BBA026												C
45	Ansh	22BBA050												C

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The Course Outcomes (COs) of the Basics of Digital Marketing course typically aim to equip learners with essential knowledge and skills to navigate the digital marketing landscape. These outcomes focus on both theoretical understanding and practical application of digital marketing strategies. The Course Outcomes for a Basics of Digital Marketing course:

1. Fundamental Understanding of Digital Marketing Concepts

Gain knowledge of essential digital marketing terminologies, concepts, and the scope of digital marketing in the modern business landscape.

2. Proficiency in Search Engine Optimization (SEO)

Understand the fundamentals of SEO, including keyword research, on-page and off-page optimization, and how to improve website ranking on search engines like Google.

3. Understanding Search Engine Marketing (SEM) and Pay-Per-Click (PPC)

Learn the basics of SEM and how paid search ads and Pay-Per-Click campaigns work. Ability to create, manage, and optimize SEM campaigns.

4. Ability to Use Social Media for Marketing

Gain skills in developing and executing social media marketing strategies across platforms like Facebook, Instagram, LinkedIn, and Twitter to build brand awareness and engage customers.

5. Content Marketing and Engagement Skills

Learn how to create valuable content that resonates with target audiences, engages them, and drives conversions through blogging, videos, info graphics, etc.

6. Email Marketing Proficiency

Understand the basics of email marketing, how to build email lists, segment audiences, and run successful email campaigns to nurture leads and retain customers.

7. Competency in Web Analytics and Measurement

Gain proficiency in using analytics tools (e.g., Google Analytics) to measure the performance of digital marketing campaigns, understand customer behavior, and optimize strategies for better results.

8. Understanding of Affiliate Marketing and E-commerce Integration

Familiarize with affiliate marketing concepts and how to leverage affiliate partnerships to generate additional revenue streams and drive traffic.

9. Practical Knowledge of Digital Marketing Tools

Learn to use industry-standard digital marketing tools like Google Ads, Google Analytics, SEMrush, HubSpot, and others for planning, executing, and analyzing campaigns.

10. Awareness of Ethical, Legal, and Regulatory Considerations in Digital Marketing

Understand the importance of adhering to ethical practices, data privacy regulations, and other legal considerations in digital marketing.

11. Development of Strategic Thinking and Problem-Solving Skills

Develop the ability to think strategically and apply digital marketing knowledge to solve real-world business problems, create marketing strategies, and meet organizational goals.

12. Preparedness for Career Opportunities in Digital Marketing

Equip learners with skills that make them job-ready for various roles in the digital marketing domain, such as SEO Specialist, Content Marketer, Social Media Manager, or Digital Marketing Executive.

These outcomes align with the practical demands of the digital marketing industry and help learners transition into real-world marketing roles.

Sample Paper for the Reference

Roll-No- 22 BBA018

Name— Rojat Sharma.

Assessment Examination
Class: BBA -5ᵗʰ Sem
Course: Basics of Digital Marketing ; Time: 40 Minutes, MM: 100

(handwritten: 80 eighty only. 100 vgvf)

Q.1 While running a search engine campaign, you observed that the total number of impressions was 450000, while the number of clicks on these ads was only 1500. What is the CTR for this campaign?
a. 3.33%
b. 0.00033%
✓ 0.33%
d. 15%

Q.2 The campaign which you ran on Google AdWords gave you the following parameters. Impressions = 50000, CTR = 1.5%, Conversions = 100. What is the conversion rate for the campaign?
a. 16.67%
b. 13.33%
c. 25.33%
d. 10.00%

Q.3 In the Google Analytics platform the basic information about the visitors and their behavior on your website is available in _____ section.
a. Account
b. Campaign
c. Parameters
d. Audience overview

Q.4 The relevance of the website to users can be analyzed by looking at the _____ results. Such analysis helps you to understand if the customers are finding your content appropriate and are engaging with the content effectively.
a. Average time spent
b. Unique visits
c. Number of sessions per user
d. None of the above

Q.5 Customers who are engaging with your digital platforms can be classified into different groups depending on their digital journey with your brand. Such categorization can be done based on the concept of _____ discussed in class.
a. Customer demographics
b. Product interests
c. Digital marketing funnel
d. None of the above

Q.6 On social media platforms the engagement of consumers with social media content can be best analyzed by evaluating the number of _____ on the content page.
a. Impressions
b. Like, Share, Comments etc.
c. Product purchase
d. Brand page subscriptions

Q.7 The digital marketing funnel provides various benefits to the marketer. One of the most important insights from the analytics point of view is that it lets the marketer assess _____ of the campaign.
a. Conversion tracking
b. Conversion optimization
c. Conversion counts
d. Campaign optimization

Q.8 _____ Environmental analysis is critical for strategy development. Specifically, the social, environmental, technological, legal and natural factors are evaluated here.
a. Micro
b. Macro
c. Internal
d. Global

Q.9 The 5C framework used for environmental scanning evaluate the Context, Company, Customers, _____, and Competitors.
a. Collaborators
b. Complementors
c. Change
d. None of the above

Q.10 Segmentation of the market based on the quantity of product purchased in a year is an example of _____ segmentation.
a. Demographic
b. Psychographic
c. Behavioral
d. Geographic

Q.11 While choosing the media platform for digital strategy formulation. The first element is to evaluate the _____ of the target segment on the platform.
a. Relevance
b. Size
c. Growth
d. Engagement

Q.12 identifying the budget based on how much the competition is spending on advertising is called as _____ based budgeting.
a. Marginal Analysis
b. Objective and Task based
c. Comparative Parity
d. Percentage of Sales

(handwritten: 80x 16)

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Q.13 ABC Electronics sells mobile phones in the consumer electronics market. In order to maximize their effort they spend 18% of their revenue for advertising. Such a method is an example of _____ based budgeting.
a. Marginal Analysis
b. Objective and Task based
c. Comparative Parity
d. Percentage of Sales

Q.14 Digital marketing campaign strategy should identify the target segment to which it wants to communicate its promotional messages. This is addressed by _____ in the 6M framework.
a. Mission
b. Market
c. Media
d. Message

Q.15 Segmentation for the purpose of crafting a digital marketing campaign can be done using the age, income and gender of perspective customers. Such segmentation is best explained as using _____ parameters.
a. Psychographic
b. Behavioral
c. Geographic
d. Demographic

Q.16 Amazon, Flipkart etc. are e-commerce platforms which can be best explained as using _____ business model.
a. Content provider
b. Full service provider
c. C2C sales
d. Direct to customer

Q.17 Some e-commerce companies use search engines to provide information in the form of ads when customers are searching for different products. Such ads are serviced based on the ____ identified for the product or category.
a. Price
b. Keywords
c. Manufacturer
d. None of the above

Q.18 Call to action is provided on search engine ads by e-commerce companies to help the customer's _____
a. Buy the product immediately
b. Compare different products
c. Subscribe to the newsletter
d. View their individual shopping cart

Q.19 Some influencers in the marketplace will promote products from an e-commerce platform on their blogs or websites. In return these people will get a monetary incentive when the customers buy products from the links provided on these blogs/websites. This is best an example of _____.
a. Search engine marketing
b. Content marketing
c. Affiliate marketing
d. Word of mouth campaigns

Q.20 As discussed in the context of search engine advertising, the search engine decides ad rank based on the _____ and _____.
a. Bid amount and Keyword
b. Bid amount and Demographics
c. CPC and Quality Score
d. CPC and Total budget

Q.21 Search Engine marketing is a very important tool in the digital marketing toolkit because _____.
a. Search engines are cheap mediums of advertising
b. Large number of customers starts their purchase process from a search engine
c. Search engines have global reach
d. Large number of customers doesn't see TV ads anymore

Q.22 Keyword in the long-tail are generally considers to be valuable in SEM campaigns for all of the below except _____
a. They are more relevant to the business.
b. They are generally not very costly.
c. They have fewer searches but these searches are much focused.
d. They are very competitive as all players in the industry target these keywords.

Q.23 CPC campaigns are more effective than CPM campaigns because of _____.
a. Spending happens only when there is lead generation.
b. Customer see the ad and search engines get money.
c. They have greater reach.
d. They are easier to measure and quantify.

Q.24 The hierarchical structure of Google AdWords platform is essentially classified as _____, _____ and _____.
a. Campaigns, Ad Groups and Ads
b. Keywords, Ads and CPC
c. Campaign, Target, Ads
d. Target, Ads, Budget

Q.25
mo
a

Q.25 CPA model of SEM campaigns measure the amount of money required to be spent for _____.
a. Showing the ad to a customer
b. Acquiring a new customer
c. Getting the customer to click on the ad
d. None of the above

Q.26 Ad delivery based on accelerated delivery methods helps you to _____.
a. Get you ad shown on YouTube
b. Get the ad displayed on maximum searches in a short duration
c. Get the ad delivery in the least cost possible
d. Get the ad delivered in social media platforms

Q.27 Negative keyword matches are used to _____.
a. Show the advertisement along misspelled terms
b. Show the advertisement when the customer searches for the opposite term
c. Not show the advertisement when the customer searches for the exact term
d. Not show the ads when these keywords are present in the search term.

Q.28 Advertisements which are shown as banners on websites are best explained as _____.
a. Static Search Ads
b. Static Display Ads
c. Affiliate Marketing
d. Rich media ads

Q.29 Rich media ads are very commonly used for their characteristics of being _____.
a. Extremely cheap
b. Extremely engaging
c. Simple and Easy to deliver
d. Focused on the social media platform

Q.30 Customers who have browsed for products on e-commerce platforms, but not completed the purchase can be shown specific ads about these products on social media platforms using the technique of _____.
a. Remarketing
b. Search engine advertising
c. In-market audience targeting
d. Social Media PPC advertising

Q.31 Display advertising often uses CPM model for ad payment. CPM essentially requires the advertiser to pay for the ad _____.
a. Every time a customer clicks on the ads.
b. Every time a customer buys the product.
c. Every time the customer shares the ad on social media.
d. Every time the 1000 customers are shown the ads.

Q.32 Social media marketing helps marketers to engage in different activities. In the session on social media marketing these activities were classified as listening, talking, _____ and supporting.
a. Energizing
b. Watching
c. Measuring
d. Analyzing

Q.33 Seeding campaigns were discussed in the context of social media marketing. These seeding campaigns included product seeding and _____.
a. Influencer campaigns
b. Affiliate campaigns
c. Recommendation campaigns
d. Viral Marketing

Q.34 Amazon.com, Flipkart.com and such e-commerce platforms try to generate reviews about products bought from the platform. Such campaigns are examples of _____.
a. Viral marketing
b. Recommendation programs
c. Product Seeding
d. Referral programs

Q.35 Advertisements which are displayed on Facebook can be best expressed as an example of _____.
a. Earned Media
b. Paid Media
c. Owned Media
d. Word-of-Mouth

Q.36 Word-of-Mouth can be best explained as _____.
a. Informal customer to customer interaction about products/services/brands etc
b. Marker controlled interactions between customers.
c. Influencer campaigns promoted by the marketers.
d. Advertisements shown on social media platforms.

Q.37 Ramesh shared his experience of visiting Bali on Facebook so that his friends would know he had visited an exotic international location. Such behavior can be best explained as motivated by _____.
a. Emotional regulation
b. Information search
c. Impression management
d. Generating social support

(12 X1) = 24

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Q.38 Facebook prioritizes content from close friends or associates to be displayed to users. This is based on the

_____.
a. Edge score
b. Affinity score
c. Time decay
d. None of the above

Q.39 Facebook helps marketers to advertise to a specific list of individuals based on a database. Such practice is based on _____ targeting.
a. Lookalike
b. Geographic
c. Custom audiences
d. Psycho-graphic

Q.40 A brand page on Facebook can be best explained as _____ type of media.
a. Paid Media
b. Owned Media
c. Earned Media
d. Organic Media

Q.41 Facebook advertising can be focused on creating awareness, _____, and conversion.
a. Consideration
b. Engagement
c. Traffic building
d. Brand Knowledge

Q.42 LinkedIn provides a good platform for advertising. The available options of advertising enable marketers to send emails to members, this is made possible with the _____.
a. Sponsored Content
b. Sponsored In Mail
c. Email Campaign
d. Email Marketing

Q.43 YouTube ads which are displayed in between videos is called _____.
a. Midroll advertising
b. Bumper advertising
c. TrueView advertisements
d. None of the above

Q.44 Small non-skippable advertisements in the beginning of a YouTube video are called _____.
a. Midroll advertising
b. Bumper advertising
c. TrueView advertisements
d. None of the above

Q.45 Twitter can be used to evaluate potential crisis situations from the context of a brand by assessing the

a. Trending Hashtags
b. Advertising expenditure
c. Number of followers
d. None of the above

46. Which of the following is NOT a component of digital marketing?
a) Search Engine Optimization (SEO)
b) Content Marketing
c) Television Advertising
d) Social Media Marketing

47. What is the primary goal of Search Engine Optimization (SEO)?
a) To increase social media followers
b) To rank higher in search engine results pages
c) To send bulk emails
d) To generate paid advertisements

48. Which metric is most commonly used to measure the success of a Pay-Per-Click (PPC) campaign?
a) Click-Through Rate (CTR)
b) Bounce Rate
c) Time on Page
d) Pageviews

49. Which of the following is an example of content marketing?
a) Google AdWords
b) A blog post offering valuable insights to customers
c) Sending a promotional email
d) Displaying banner ads on a website

50. What does the term "organic traffic" refer to in digital marketing?
a) Paid visitors to a website
b) Visitors who come to the website through social media ads
c) Visitors who find the website via search engines without paid ads
d) Traffic generated through email campaigns

(10 x 2) = 20

4

Sample Certificate
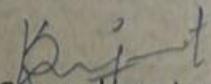
CERTIFICATE

OF COURSE COMPLETION
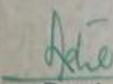
Proudly Presented
To

GAURAV

of

BBA- 5th sem.   (Roll No. - 22BBA033)

for successfully completing the Add on course
on
Basics of Digital Marketing

Grade **A**

Mentor

Coordinator
Coordinator
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