

**DISCIPLINE SPECIFIC ELECTIVE COURSE**  
**DSE HH 7C2: ADVERTISING AND DIGITAL MARKETING**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
Advertising and Digital Marketing DSE HH 7C2	4	2	0	2	Studied up to Semester VI	NIL

### Learning Objectives

- To introduce the fundamentals of advertising and digital marketing
- To develop critical understanding of the creative and strategic processes behind advertising campaigns.
- To equip students with practical skills in digital marketing tools and platforms.
- To analyze the ethical considerations and emerging trends in the digital advertising landscape.

### Learning Outcomes

Students will be able to:

- Comprehend the fundamentals of advertising and digital marketing
- Develop critical understanding of the creative and strategic processes behind advertising campaigns.
- Equip themselves with practical skills in digital marketing tools and platforms.
- Analyze the ethical considerations and emerging trends in the digital advertising landscape.

## SYLLABUS OF DSE HH 7C2

### Theory (Credits 2; Hours 30)

#### **UNIT I: Concepts of Advertising and Digital Marketing**

**15 Hours**

This unit provides an in-depth understanding of the fundamental concepts, historical evolution, and practical applications of advertising and digital marketing. It highlights their role in shaping businesses and influencing consumer behavior in a digital-first world.

- Definition, Scope, and Importance of Advertising and Digital Marketing
- Historical Evolution and Key Milestones in Advertising
- Types of Advertising: Print, Broadcast, Outdoor, and Digital
- Elements of an Advertisement: Headline, Visuals, Copy, Logo, and Tagline
- Ethical Considerations in Advertising Practices
- Introduction to Digital Marketing: Definition, Scope, and Relevance
- Digital Marketing Channels: Search Engines, Social Media, Email, and Websites
- Search Engine Optimization (SEO) and Marketing (SEM)
- Social Media Marketing (SMM): Platforms, Content Creation, and Audience Engagement
- Consumers marketing psychology behind their decision making.
- Power of digital communities and social influence.
- Paid Advertising Models: Pay-Per-Click (PPC), Display Ads, and Affiliate Marketing

#### **UNIT II: Consumer Behavior and Data Analytics**

**7 Hours**

This unit focuses on understanding the target audience and analyzing data to improve marketing effectiveness.

- Understanding consumer behavior and decision-making processes
- Understand the opportunities and challenges presented by online communities.
- Data analytics and tracking tools: Google Analytics, Facebook Insights
- Key performance indicators (KPIs) in digital marketing campaigns
- Role of Artificial Intelligence (AI) and machine learning in digital marketing

#### **UNIT III: Campaign Development and Trends**

**8 Hours**

This unit explains concept of advertising and digital marketing strategies

- Practical insights into creating and executing advertising and digital marketing campaigns.
- Steps in creating an advertising campaign: research, strategy, design, and evaluation
- Integrated Marketing Communication (IMC)
- Emerging trends: influencer marketing, programmatic advertising, AR/VR in campaigns
- Case studies of successful advertising and digital marketing campaigns

**PRACTICAL**  
**(Credit 2; Hours 60)**

- Ad Campaign Design
- SEO and Content Creation
- Social Media Marketing
- Data Analytics
- Case Study Analysis
- Portfolio Development
- Measuring Results to Enhance Business Success

**Essential Readings**

- Belch, G. & Belch, M. (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw Hill Education.
- Chaffey, D. & Ellis-Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.
- Kotler, P. & Keller, K. (2022). *Marketing Management*. Pearson Education.
- Ryan, D. (2020). *Understanding Digital Marketing*. Kogan Page.

**Suggested Readings**

- Moran, M. & Hunt, B. (2020). *Search Engine Marketing*, Inc. IBM Press.
- YouTube and LinkedIn Learning Tutorials on Digital Marketing (as accessed in 2023).
- Case studies and industry reports from Google, Facebook, and HubSpot.
- Kamath K. (2024). *Social Media Marketing Essentials You Always Wanted To Know*. Vibrant Publishers.
- Vibrant Publishers. (2020). *Digital marketing essentials you always wanted to know*.

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**