RGPV WING)	BH	(DIPL OPAL	ОМА	OBE CU COURS		CULUM	FOR T	HE	FORMA	Т-З	Sheet No. 1/5
Branch	Со	mputer	Scienc	e and Engi	ineer	ing		Sen	nester	VI	
Course Code				Course Na	ame	E-Gove	rnance	and	Digital M	larket	ting
Course C 1	Outc	ome -	Utiliz entre	e availa preneursh		resour oject rej		0	present	Teac h Hrs	: Mark s
Learning 1	Οι	itcome		ain bas elopment nitive doma	sics nin)	for	entre	pren	eurship	9	10
Contents			Ei • Fo Ci • Si ai (1	ntrepreneur ntrepreneur orm of Busin ooperation cheme of gencies, Con cale Industr NIESBUD,NS IDBI, DIC, 1	/ Sta ness ( assist mmer ries(S SIC, S	rt up, Ot Drganiza tance by cial banl SI)/Start	ostacle in tion: Sol / availa <s and="" f<br="">-up at N</s>	n entr e pro ible e inanci lation	epreneur prietorsh entrepren ial institu al, State	ip, Pan neurial ntions and O	rtnership, support for Small ther level
Method Assessme	ent	of	Intern	al: Mid sem	nester	theory e	examinat	ion (I	Pen pape	r test)	
Learning 2	Οι	itcome	Forn	strate SSI nulation ar nitive doma	nd Ap		anning,	, Se	lection,	9	10
Contents			of • S- oj • Fo • Pi	SI Project F f planning, S election: Se pportunity 8 ormulation: roject Repor ppraisal: Ne	Steps earch & Viab Stage rt: Sce	in planni of Idea/( ility asse es of forr ope of pr	ng Opportur ssment nulation oject rep	nity, S	Selection/	/Short	listing of at
Method Assessme	ent	of	Exterr	nal: End sen	neste	r theory	examina	tion (	Pen pape	er test	).
Learning 3	Οι	ıtcome	give	struct to n/available chomotor do	e SSI	l/start-ı		eport	for a	6	10
Contents			report • Pi m	reliminary   harket feasit	projec	ct report		-		econo	

			р	reparations/prese	entation.									
Method Assessme	ent	of	Interr	al Practical Obse	rvation									
RGPV WING)	вно	(DIPL OPAL	ΟΜΑ	OBE CURRI COURSE	CULUM FOR	THE	FORMA	T-3	Sheet No. 2/5					
Branch	Inf	ormatio	on Tec	hnology		Sen	nester	V						
Course Code		501		Course Name	E-Governance	e and	Digital M	larket	ing					
Course C 2	Dutco	ome -		Utilize activities related to E Commerce & E Teac Marl Governance Hrs										
Learning 4	Ou	tcome	of E	l <b>ain business m</b> - <b>Commerce</b> Initive domain)	nodel and payr	nent	method	9	10					
Contents			d • E • E P	lectronics Com isadvantages. -Commerce Busir -Commerce Payr ayment, Threats ystem -Marketplace	ness model: B2B ment: Payment	Gatew	, C2C, Foi ay, Mode	es of E	rule Electronic					
Method Assessme	ent	of	Exter	nal: End semeste	r theory examin	ation (	(Pen pape	er test)						
Learning 5	Ou	tcome	Gov	lain Electronic ernance basics nitive domain)	Governance	and	Mobile	6	10					
Contents			P M ● E	-Governance: In rivate Partnershi IP Online) as part -Security and Cy I-Governance: Co	p), Visit e-gove of Tutorials ber laws		-		-					
Method Assessme	ent	of	Intern	nal: Mid semester	theory examina	ation (I	Pen pape	r test).						
Learning 6	Ou	tcome	and	e use of E Co Egovernance p chomotor domair	ortal	nent	method	6	10					
Contents			b ● S	se Payment gat anking, UPI and l tudent will make nstitute perform	E-wallet) on web e sure to traine	site/m d/help	nobile app p at leas	o st 5 st	udent of					

			-	ranthalaya, MP ubmit/present rej			strict)	activitie	es and						
Method Assessme	ent	of	Exterr	nal: Laboratory o	bservation and	l viva vo	oce.								
RGPV WING)	BHO	(DIPL OPAL	ОМА	OBE CURRI COURSE	CULUM FOR	THE	FORMA	-	Sheet No. 3/5						
Branch	Inf	ormatio	on Tec	hnology		Sen	nester	v							
Course Code		501		Course Name	E-Governan	ce and	Digital M	larketi	ng						
Course C 3	Outc	ome -		ly techniques o keting	n available to	ools for	<sup>.</sup> digital	Teac h Hrs	Mark s						
Learning 7	Ou	itcome		Explain fundamental of Digital Marketing (Cognitive domain)910											
Contents			Li • D • V • V • V	<ul> <li>Digital marketing : Concept, Process, Application, Advantages, Limitation, Examples</li> <li>Digital marketing Verses Traditional marketing</li> <li>Digital marketer: Definition, Role</li> <li>Visibility: Concept, Types and Example</li> <li>Visitors Engagement: Concept, Landing page and Conversion Page(Thank you page)</li> <li>Converting Traffic into Leads</li> <li>Inbound Marketing and Outbound Marketing</li> </ul>											
Method Assessme	ent	of	Exteri	nal: End semeste	r theory exam	ination (	(Pen pape	er test).							
Learning 8	Ou	itcome	_	<b>ain types of Di</b> nitive domain)	gital Marketir	ıg		9	10						
Contents			<ul> <li>S</li> <li>D</li> <li>T</li> <li>C</li> <li>E</li> <li>M</li> <li>A</li> </ul>		Engine Optimiz Per Click) eting ng: Contextu & Blogging Email Ethics, W – Eg. Bulk SMS	al Taro	geting V		avioural						
Method Assessme	ent	of	Exter	nal: End Semeste	er theory exam	ination	(Pen pap	er test)							

Learning 9	Ou	tcome	digita	a <b>use of availab</b> al marketing nomotor domain)	le tools and te	chniq	ues for	6	10					
Contents			<ul> <li>D</li> <li>a'</li> <li>C</li> <li>C</li> </ul>	evelop a campa vailable tool (like onstruct blog by	e Google AdWords using available to ical e-mail to a	Search Engine Marketing by using								
Method Assessme	ent	of	Exterr	nal: Laboratory o	bservation and v	iva vo	oce.							
RGPV WING)	вно	(DIPL OPAL	ΟΜΑ	OBE CURRI COURSE	CULUM FOR T	ΉE	FORMA	T-3	Sheet No. 4/5					
Branch	Inf	ormatio	on Tecl	hnology		Sen	nester	v						
Course Code		501		Course Name	E-Governance	and	Digital M	larket	ing					
Course O 4	utco	ome -			Engine Optimiz mprove search		-	Teac h Hrs	Mark s					
Learning 10	Ou	tcome		<b>in SEO basics</b> itive domain)				6	10					
Contents			<ul> <li>S</li> <li>S</li> <li>S</li> <li>S</li> <li>B</li> </ul>	earch Engine Alg EO: Need, Impor EO Terminologie earch Trends EO Working : Cra	s : SERP, On Pag awling, Indexing t, Importance, D	e & O and R	acteristic ff Page, F anking	Related	l Search,					
Method Assessme	ent	of	Exterr	nal: End semeste	er theory examina	ation (	Pen pape	er test)	•					
Learning 11	Ou	tcome	impro	e SEO guidel ovement iitive domain)	lines for web	site	search	6	10					
Contents			<ul> <li>W</li> <li>If</li> <li>U</li> <li>M</li> </ul>	/ebsite Structure rames / frames e RL Rewriting Tec leasuring and Tra		)2) hin tra	acking me	odule)	odology,					

Method	of	• 0 • C C	<ul> <li>Competition Analysis</li> <li>Off Page SEO : Page Rank, RSS(Rich Site Summary) Feeds</li> <li>Case Study on available SEO Tool (Example Google Search Console)</li> <li>External: End semester theory examination (Pen paper test).</li> </ul>										
Assessment	01	L×			matic	n (ren p		50).					
Learning Outc 12	ome	SEO i	<b>use of availabl</b> <b>n Web project</b> homotor domain)		hniqu	e of	6	10					
Contents		H Fi D D	evelop OnPage S eader, footer, A ilename, 404 Imp evelop an HTML evelop Robots fil evelop .htaccess lentify different "	Anchor Links, im plementation and XML sitemar e file	nage ta	ag, Navi	gation	Menu,					
Method Assessment	of	Interr	al Practical Obse	ervation									
RGPV ( WING) BHOP	(DIPL) PAL	ΟΜΑ	MA OBE CURRICULUM FOR THE FORMAT-3 Sheet COURSE No. 5/5										
Branch Infor	matio	on Tecl	hnology		Sem	ester	v						
Course 5 Code	01		Course Name	E-Governance	and [	Digital M	larketii	ng					
Course Outcon 5	ne -	Perfo	orm Social Medi	a Marketing Ac	tivitie	S	Teac h Hrs	Mark s					
Learning Outc 13	ome		ain social ninologies nitive domain)	media mark	teting	and	6	10					
Contents		<ul> <li>S</li> <li>D</li> <li>Fa</li> <li>D</li> <li>M</li> <li>S</li> </ul>	ocial Media: Con ocial Media isadvantage, St acebook, Linkedii ifference betwee ledia Marketing ( ocial Media Tern affic	Marketing: Con crategy, Commu n, Instagram, Tw n Social Media C SMM)	ncept, inity l vitter) Optimiz	Laws, puilding ation (Sl	Platfori MO) and	d Social					
Method Assessment	of	Exterr	nal: End semeste	er theory examination	ation (I	Pen pape	er test).						

Learning Outcome 14	Demonstrate digital analytical tool to monitor measure and optimize digital marketing activities on web. (Cognitive domain)	6	10
Contents	<ul> <li>Web Analytics: Concept, Characteristics</li> <li>Traditional V/S Contemporary Web Analytics</li> <li>Case study on available Digital analytical too Analytics)</li> </ul>	ol (Eg.	Google
Method of Assessment	Internal Term Work		
Learning Outcome 15	Develop own sample business page and post advertisement on social media (Psychomotor domain)	6	10
Contents	<ul> <li>Sample business page on available social media Facebook)</li> <li>Sample Ad Campaign on available social media Facebook, Linkedin, Instagram) with events &amp; o likewise concepts</li> </ul>	platefo	orm(Eg.
Method of Assessment	External: Laboratory observation and viva voce.		

## **REFERENCE BOOKS:**

S No	Title & Publication	Author
1	Entrepreneurship Development - published by S Chand and Sons, New Delhi	Dr N P Srinivasan, Dr C B Gupta
2	Entrepreneurship Development	Sangeeta Sharma
3	Projects planning, analysis, selection, financing, implementation and review – published by Tata McGraw Hill	Prasanna Chandra
4	Information Technology And E-Governance – published by New Age International (P) Ltd.	N Gopalsamy
5	Fundamentals of Digital Marketing - published by Pearson.	Puneet Bhatia
6	Digital Marketing for Dummies published by Wiley	Ryan Deiss and Russ Hennesberry
7	Digital Marketing - published by Oxford Publication	Vandana Ahuja
8	Digital Marketing: From Fundamentals to Future	Swaminathan T. N and Karthik Kumar
9	https://www.javatpoint.com/digital-marketing	
10	https://www.youtube.com/user/googleanalytics	

11	E-books/E-tools/Relevant software to be used as	
	recommended by AICTE/NITTTR/RGPV	

RG	GPV (Diplo	oma Wing ) Bhopal	SCHEME FOR			anch (		C	ourse C	ode	CO Code		Format No. 4
	URSE	E-GOVERNANCE	AND DIGITAL MAR		C	0	4				1	1	
	scription	Utilize available res	ources to present entre	preneurship pro	oject re	port							
	cription		ntrepreneurship develo		J	<u> </u>							
			1 1	SCHEME O	F STU	DY							
S. No.		Learning Co	ntent	Teaching – Learning Method	Γ		otion of rocess	f <b>T-L</b>	Teac h Hrs.	Pract /Tut Hrs.		Rs Requir	ed Reman
1	<ul> <li>of l entreg</li> <li>Form propr</li> <li>Scher suppo institu up (NIES)</li> </ul>	Entrepreneur / Star preneurship of Business ietorship, Partnership, ne of assistance by avort agencies, Commerc	vailable entrepreneurial tial banks and financial e Industries(SSI)/Start- and Other level D, EGB, MSME,	teaching,	the pr stu co qu stu	e conte ovide l udents. nduct a iiz/tuto	will exp ents and handout Teacho assignn orial to n practico ge.	ts to er will nents/ make	9	NIL	boa boc	ndouts, cha ard, PPT, te ok, charts, eo film.	
				SCHEME OF A	SSESS	MENT	Г						i
S. No.	Meth	od of Assessment	Description of A	ssessment		imum arks			Resour	ces Req	uired		External / Internal
1	F	aper pen test	Student will be asked b entrepreneur and go thr government agencies re up various small scale i startup	ough equired to set		10		Т	est pape	er + Ratir	ng scale		Internal
			ADDITIONAL INST	<b>RUCTIONS FO</b>	R THE	HOD	/ FACI	JLTY (	IF ANY	<b>/</b> )		· · ·	
			Internal: I	Progressive exam	ination	(Pen p	aper te	st).					

RG	PV (Diplo	ma Wing ) Bhopal		E FOR LEARN DUTCOME	ING	Br	anch C	Code	C	ourse Co	de	CO Code	LO Code	Format No. 4
			(	JUICOME		C	0	4				1	2	
COU NA		E-GOVERNANCE	AND DIGITAL	MARKETING	3			· /						·
CO Desc	ription	Utilize available res	sources to presen	t entrepreneur	ship pr	oject re	eport							
LO Desc	ription	Illustrate SSI Proje	ct Planning, Sele	ection, Formula	ation an	d Appı	aisal							
				SCH	EME O	F STU	DY							
S. No.		Learning Conte	nt	Teaching – Learning Method		iption Proces		Tea Hr		Pract. /Tut Hrs.		LRs Req	uired	Remarks
1	<ol> <li>SSI Project Planning: Definition, Types of planning, Importance of planning, Steps in planning</li> <li>Selection: Search of Idea/Opportunity, Selection/Short listing of opportunity &amp; Viability assessment</li> <li>Formulation: Stages of formulation</li> <li>Project Report: Scope of project report, content &amp; format</li> <li>Appraisal: Need of Project Appraisal &amp; Steps of Project Appraisal</li> </ol>			Interactive classroom teaching, demonstratio n, quiz, assignments, tutorial	her will explain ontents and de handouts to nts. Teacher conduct nments/ cutorial to make nts practice knowledge.			9 NIL		Handouts, chalk board, PPT, text book, charts, video film.				
				SCHEMI	E OF A	SSESS	MENT							
S. No.	Metho	od of Assessment	Descriptio	n of Assessmen	ıt		imum arks			Resourc	es Rec	quired		External / Internal
1		semester theory examination	Student will be a project basics	asked question o	on SSI	1	0		Que	estion pap	ber + r	ating scal	e	External
			ADDITIONAL	INSTRUCTIO	NS FOI	R THE	HOD/	FACUI	LTY (	(IF ANY)	)			1
					NIL	<u>ر</u>								

RG	PV (Diplo	oma Wing ) Bhopal	S	CHEME FOR LE. OUTCOMI		Br	anch (	Code	Course	e Code	ב <b>ב</b>	CO Code	LO Code	Format No. 4
				UTCOM	Ľ	C	0	4				1	3	
	URSE ME	E-GOVERNANCE	AND D	GITAL MARKE	ГING			· ·						
CO Des	cription	Utilize available re	sources t	o present entrepre	neurship pr	oject re	eport							
LO Des	cription	Construct to preser	nt projec	t report for a giver	n/available S	SSI/star	t-up							
		1		S	<b>SCHEME O</b>	F STU	DY							
S. No.		Learning Content		Teaching – Learning Method	Descript Pre	ion of T ocess	ſ-L	Teach Hrs.	Pract. / Hrs.		LRs	Requ	ired	Remarks
1	<ul> <li>Steps and Exercises on preparation and presentation of project report:</li> <li>Preliminary project report including technical, economic and market feasibility,</li> <li>Detect common errors in project report preparations /presentation.</li> </ul>			Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher w demonstra componer the lab to students w provide qu assignmen teacher wi remedial a tutorials.	te majo its insid students vill prac uiz, it etc., ill condu	e s, tice,	NIL	NIL 6		Handouts, chalk board, PPT, text book, charts, video film.		text	
				SCH	EME OF A	SSESS	MENT	Г						
S. No.	Meth	od of Assessment	De	scription of Assess	sment		imum arks		Reso	ources	Requi	red		External / Internal
1		cical Observation al Assignment/Quiz	present	will be asked to pre project report after tup in nearby area		]	0	Ob	servation s scal		le/checl prics/Qu		rating	Internal
			ADDITI	ONAL INSTRUC	TIONS FO	R THE	HOD	/ FACUL	LTY (IF A	NY)				
Teach	ers instruc	et/encourage student to								,	levelop	ing sta	artup wit	h project rep

RG	PV (Diplo	ma Wing ) Bhopal		E FOR LEAR	NING	Br	anch (	Code	Co	ourse Coo	le	CO Code	LO Code	Format No. 4
	× I	87 I		OUTCOME		С	0	4				2	1	
	JRSE ME	E-GOVERNANCE	AND DIGITA	L MARKETIN	G					- <u>-</u>			1	
CO Des	cription	Utilize activities rel	ated to E Comm	nerce & E Gov	ernance									
LO Dese	cription	Explain business m	odel and payme	ent method of <b>F</b>	E-Comm	erce								
				SCH	IEME O	F STU	DY							
S. No.		Learning Conte	nt	Teaching – Learning Method		ption o Process		Tea Hr		Pract. /Tut Hrs.	L	.Rs Req	uired	Remarks
1	<ol> <li>Electronics Commerce: Introduction, advantages and disadvantages.</li> <li>E-Commerce Business model: B2B, B2C, C2C, Four C's rule</li> <li>E-Commerce Payment: Payment Gateway, Modes of Electronic Payment, Threats &amp; protections for e-commerce payment system</li> <li>E-Marketplace</li> </ol>		Interactive classroom teaching, demonstratio n, quiz, assignments, tutorial	Teache the con provide student will con assignn quiz/tur student their kr	tents ar hando s. Teac nduct nents/ corial to s practi	d uts to her make ce	9	)	NIL		ndouts, c rd, PPT, k, charts 1.			
				SCHEM	IE OF A	SSESS	MENT	•						
S. No.	Metho	od of Assessment	Description	on of Assessme	nt		imum arks		]	Resource	es Req	uired		External / Internal
1		semester theory examination	Student will be Commerce	asked question	on E		10		Que	stion pap	er + ra	ting scal	e	External
			ADDITIONAL	INSTRUCTIO	ONS FOI	R THE	HOD/	FACU	LTY (I	IF ANY)				1
					NII					,				

RGI	PV (Diplo	oma Wing ) Bhopal		R LEARNING	Br	anch C	ode	Co	urse Co	ode	CO Code	LO Code	Format No. 4
_		8) I	OUTC	COME	C	0	4				2	2	
COU NA		E-GOVERNANCE	AND DIGITAL MAI	RKETING	- I	, ,						1	
CO Desc	cription	Utilize activities rela	ated to E Commerce	& E Governance									
LO Desc	cription	Explain Electronic	Governance and Mob	oile Governance b	asics								
		·		SCHEME O	F STU	DY							
S. No.	I	Learning Content	Teaching – Learning Method	Description of Process	T-L	Teach Hrs.		ract. 1t Hrs.	L	Rs Rec	quired		Remarks
1	Mod Priva gove MPE of Tu • E-Se	overnance: Introduct els, lifecycle, PPP (Pu ate Partnership), Visi ernance sites ESeva, MPOnline) as utorials ecurity and Cyber laws overnance: Concept	blic classroom t e- teaching, (Eg. demonstration, part quiz, assignments,	Teacher will exp the contents and provide handout students. Teacher conduct assignm quiz/tutorial to n students practice knowledge.	s to er will nents/ nake	6		NIL		text bo	aalk boar ok, chart		
				SCHEME OF A	SSESS	MENT							
S. No.	Metho	od of Assessment	<b>Description of</b> A	Assessment		timum arks		]	Resourc	es Req	luired		External / Internal
1	Р	aper pen test	Student will be asked and m-g	U		10		Те	st paper	+ Rati	ng scale		Internal
			ADDITIONAL INST	<b>RUCTIONS FO</b>	R THE	HOD/	FACU	LTY (I	F ANY	)			
			Internal:	Progressive exam	ination	(Pen pa	per tes	st).					

RG	PV (Diplo	oma Wing ) Bhopal		FOR LEARNING	Br	anch C	Code	Co	ourse C	ode	CO Code	LO Code	Form	nat No. <b>4</b>
	- ( <b>- P</b>	····· ···· ···· ···· ···· ···· ···· ····	OL	JTCOME	С	0	4		2					
	JRSE ME	E-GOVERNANCE	AND DIGITAL N	ARKETING		1	1	1			I		1	
CO Des	cription	Utilize activities rel	ated to E Commer	ce & E Governance										
LO Des	cription	Make use of E Com	nmerce payment m	ethod and E governa	ance po	ortal								
		·		SCHEME O	F STU	DY								
S. No.		Learning Cont	ent	Teaching –Learnin Method	ng ]	Descrip P	otion of rocess	T-L	Tea Hr		Pract. /Tut Hrs.	LR Requ		Remark
1	<ul> <li>Deb on w</li> <li>Stud least gove gran activ</li> </ul>	Payment gateway me it card, Net banking, vebsite/mobile app ent will make sure 5 student of institu- ernance portal(e-st thalaya, MPOnlin vities and submit/pruation	UPI and E-wallet) to trained/help at the performing E- scholarship, e- e, mpedistrict)	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	de cc la str pr as te re	eacher ween on structure on the structure on the structure of the structur	ate maj nts insidents, will pra uiz, nt etc., vill cond and tuto	de the ctice, luct	NI	L	6	Hando chalk board, PPT, to book, charts, video f	ext	
				SCHEME OF A	SSESS	SMENT	•						-	
S. No.	Meth	od of Assessment	Description	of Assessment		ximum arks			Resour	ces R	equired			xternal / nternal
1		poratory test by observation	of self using and h	e whom they helped		10	0	bservat		edule, es /ru	/check-list / brics	rating	I	External
			ADDITIONAL IN	<b>STRUCTIONS FO</b>	R THE	HOD/	FACU	LTY (	IF AN	Y)				
1	1 •11	sure every student gu					•	_ `			10 00 11	~		

	RGPV (Diploma Wing ) Bhopa	ma Wing ) Bhopal	SCHEME FOI OUTC		Br	anch (	Code	Course	e Code	CO Code	LO Code	Format No. 4
			0010	UME	C	0	4			3	1	
COU NA		E-GOVERNANCE	AND DIGITAL MAI	RKETING	<u>'</u>		· · ·		· · · ·			
CO Desc	cription	Apply techniques of	n available tools for d	igital marketing								
LO Desc	cription	Explain fundament	al of Digital Marketin	g								
				SCHEME (	OF STU	DY						
S. No.		Learning Co	ntent	Teaching – Learning Method	Desc	ription Proce	of T-L ss	Teach Hrs.	Pract. /Tut Hrs	. LR	s Require	ed Remarks
1	<ul> <li>Digit</li> <li>Digit</li> <li>Visib</li> <li>Visite and C</li> <li>Conv</li> </ul>	al marketing : ication, Advantages, I al marketing Verses T al marketer: Definitio bility: Concept, Types ors Engagement: Con Conversion Page(Thar verting Traffic into Le and Marketing and Ou	Interactive classroom teaching, demonstration , quiz, assignments, tutorial	conduc quiz/tu	tents a e hando s. Teao t assig torial t s pract	nd	9	NIL	boar bool	douts, cha d, PPT, te c, charts, o film.		
				SCHEME OF A	ASSESS	MENT	[					
S. No.	Metho	od of Assessment	<b>Description of</b> A	Assessment		imum arks		Reso	ources Requ	uired		External / Internal
1	End semester theory examination Student will be ask digital marketing fu					10		Question	n paper + rat	ing scal	e	External
I			ADDITIONAL INST	RUCTIONS FC	R THE	HOD/	' FACUL	TY (IF A	NY)		1	
				NI	L							

RG	PV (Diplo	ma Wing ) Bhopal	SCHE	ME FOR LEARN	NING	Br	anch C	ode	C	ourse Co	ode	CO Code	LO Code	Format No. 4
	<b>`</b> I	8/ 1		OUTCOME		С	0	4				3	2	
	JRSE ME	E-GOVERNANCE	AND DIGITA	AL MARKETIN	G						1	I	1	I
CO Des	cription	Apply techniques or	n available too	ols for digital ma	rketing									
LO Des	cription	Explain types of Dig	gital Marketir	Ig										
		I		SCH	EME O	F STU	DY							
S. No.		Learning Content	t	Teaching – Learning Method	Desc	ription Proces			'each Hrs.	Pra /Tut ]		LRs R	equired	Remarks
1	<ul> <li>Soci</li> <li>Disp Targ</li> <li>Cont</li> <li>Ema Web</li> <li>Mob</li> <li>Affil</li> </ul>	eting Vs Behavioral T ent Marketing & Blog	ck) Contextual argeting gging hail Ethics,	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	the con- provided studen condu quiz/tu	er will ntents a le hand ats. Tea ct assig utorial t nts pract edge.	and outs to cher wi nments o make	11 /	9	NI	L	Handouts board, PF book, cha film.	PT, text	5
				SCHEM	E OF A	SSESS	MENT							
S. No.	Metho	od of Assessment	Descrip	tion of Assessme	nt		imum arks			Resour	ces R	equired		External / Internal
1		semester theory examination	Student will b types of digita	e asked question of al marketing	on		10		Que	estion pa	per +	rating scal	External	
				L INSTRUCTIO	NS FOI	р тне		EACU		TE ANIX	n			1

RG	PV (Diplo	oma Wing ) Bhopal	SCHE	EME FOR LEARN OUTCOME	NING	Br	anch (	Code	Co	urse C	ode	CO Code	LO Code	Format No. 4
				OUTCOME		С	0	4				3	3	
	JRSE ME	E-GOVERNANCE	AND DIGIT	AL MARKETIN	G				·					·
CO Des	cription	Apply techniques o	n available to	ools for digital ma	rketing									
LO Des	cription	Make use of availal	ble tools and	techniques for dig	gital mar	keting								
		1		SCH	IEME O	F STU	DY							
S. No.		Learning Content	t	Teaching – Learning Method	Des	criptio Proc		·L	Teach Hrs.	Pra /Tu Hr	ut	LRs R	equired	Remarks
1	<ul> <li>Page</li> <li>Devendent</li> <li>Mari (like</li> <li>Control (like</li> <li>Control (like</li> <li>Control (like)</li> </ul>	elop a campaign for Se keting by using of a Google AdWords) struct blog by using a blogger) struct an ethical e-ma omer about your enter	earch Engine vailable tool vailable tool ail to attract	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	compo lab to will pr quiz, a teache	er will nstrate r onents i student cactice, nssignm r will c ial and	nside tl s, stude provid ent etc onduct	ents e .,	NIL	6		Handouts board, PP book, cha film.	T, text	
				SCHEM	IE OF A	SSESS	MENT	<b>-</b>						
S. No.	Meth	od of Assessment	Descrij	otion of Assessme	nt		imum arks		]	Resour	ces R	lequired		External / Internal
1		poratory test by observation		be asked to develo or campaign by us l.			10	(	Observat		edule/ es /ru	/check-list brics	/rating	External
			ADDITION	AL INSTRUCTIO	ONS FOI	R THE	HOD/	FAC	ULTY (I	FANY	<b>)</b>			
					NII									

RG	PV (Diploma Wing ) Bhopa		FOR LEARNING	Bı	ranch (	Code	C	ourse Co		-	LO Code	Format No. 4
		OL	JTCOME	С	0	4			Code     Code     Code       4     1       4     1       1     1   <	1		
COU NA	IRSE E-GOVERNAN	CE AND DIGITAL N	IARKETING		1	1	1					
CO Dese	cription Apply SEO(Sea	rch Engine Optimizat	ion) tools and techni	iques to	o impro	ove sear	rch on	web				
LO Desc	cription Explain SEO ba	sics										
			SCHEME O	F STU	DY							
S. No.	Learning	Content	Teaching – Learning Method	. ]	1	otion of rocess	T-L	Teach Hrs.			LRs Require	ed Remarks
1	<ul> <li>Search Engine: Conception</li> <li>Search Engine characteristics</li> <li>SEO: Need, Importance</li> <li>SEO Terminologies : Search</li> <li>SEO Working : Crawli</li> <li>Backlinks: Concept, Nofollow</li> <li>How to Get Backlinks?</li> </ul>	Algorithms: conde e ERP, On Page & Off P Trends ng, Indexing and Ranki Importance, Dofollow	cept, classroom teaching, demonstration Page, quiz, assignments, ing tutorial	th pr , st cc qu st	e conte covide h udents. onduct a uiz/tutor	andouts Teache ssignm rial to m practice	s to r will ents/ nake	6	NIL		Handouts, chalk boar PPT, text book, char video film	rd, rts,
			SCHEME OF A	SSESS	SMENT	1						
S. No.	Method of Assessment	Description	of Assessment		kimum arks			Resourc	es Requir	ed		External / Internal
1	End semester theory examination	Student will be asl SEO	ked question on		10		Que	estion pap	er + rating	; sca	le	External
		ADDITIONAL IN	STRUCTIONS FO	R THE	HOD/	FACU	LTY (	IF ANY)				
			NI	[]								

RG	PV (Diplo	oma Wing ) Bhopal	SCHEME FOR LEARN OUTCOME	ING		anch (		Cou	rse Code	CO Code	LO Code	Format No.
			OUTCOME		C	0	4			4	2	
	JRSE ME	E-GOVERNANCE	AND DIGITAL MARKETING	Ĵ								
CO Des	cription	Apply SEO(Search	Engine Optimization) tools and	l techn	iques to	impr	ove sea	rch on w	eb			
LO Des	cription	Utilize SEO guideli	nes for website search improver	ment								
			SCHI	EME O	F STU	DY						
S. No.		Learnin	g Content	Lea	ching — arning ethod	De	scriptio Proc	on of T-L cess	Teach Hrs.	Pract. /Tut Hrs.	LF Requ	U Dome
1	<ul> <li>Web</li> <li>Ifran</li> <li>URI</li> <li>Mea</li> <li>Keyy Metil</li> <li>Off Feed</li> <li>Case</li> </ul>	erstanding domain nar osite Structure nes / frames effects or 2 Rewriting Technique suring and Tracking - word: Keyword hodology, Competition Page SEO : Page R ls e Study on available ch Console)	, quiz	oom ng, nstration , iments,	exp and har stu- wil ass qui ma pra	acher w blain the l provid ndouts to dents. T l condu ignmen z/tutoria ke stude ctice the owledge	e contents e o Ceacher ct ts/ al to ents eir	6	NIL	Hando chalk board, PPT, t book, charts, video	ext	
			SCHEMI	E OF A	SSESS	MENT	Γ					
S. No.	Meth	od of Assessment	Description of Assessmen	t		imum arks		R	esources	Required		Externa Interna
1	End	Student will be asked question o SEO guideline and technique	n		0		Quest	ion paper	+ rating scal	e	Externa	
	L		ADDITIONAL INSTRUCTIO	NS FO	R THE	HOD	/ FACU	LTY (IF	'ANY)			<u> </u>
				NI	L							

RG	PV (Diplom	a Wing ) Bhopal	SC	HEME FOR LEAR	NING	Br	anch C	Code	Cour	se Cod	e	CO Code	LO Code	Format No. 4
	` •			OUTCOME		C	0	4				4	3	
	JRSE ME	-GOVERNANCE	AND DIG	ITAL MARKETIN	G			· · · · · ·	I				·	1
CO Des	cription A	Apply SEO(Search	Engine O	ptimization) tools an	d techni	ques to	impro	ove search	on we	b				
LO Dese	cription N	<b>Jake use of availab</b>	ole tools an	d technique of SEO	in Web	project								
	-			SCH	EME O	F STU	DY							
S. No.	]	Learning Content		Teaching – Learning Method	Descri	ption o Process	f T-L	Teach Hrs.		ct. /Tut Hrs.	;	LRs Red	quired	Remarks
1	<ul> <li>Learning Content</li> <li>Develop OnPage SEO with Titl Tag, Meta Tags, Canonical Tag Header, footer, Anchor Links image tag, Navigation Menu Filename, 404 Implementation</li> <li>Develop an HTML and XMI sitemap</li> <li>Develop Robots file</li> <li>Develop .htaccess file</li> <li>Identify different "keywords" for Web Project optimization</li> </ul>			Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teache demons compor the lab student practice quiz, as etc., tea conduc and tute	trate m nents in to stude s will e, provid signme cher wit t remed prials.	side ents, le nt ll ial	NIL		6	b b	Iandouts, oard, PP ook, chai ideo film	Г, text ts,	
				SCHEM	E OF A	SSESS	MENT							
S. No.	Method	of Assessment	Desc	ription of Assessme	nt		imum Irks		Res	sources	Req	luired		External / Internal
1				evelop the web page/j SEO guidelines	project	]	0	Obse		scales		neck-list / ics	rating	Internal
			ADDITIO	NAL INSTRUCTIO	ONS FOI	R THE	HOD/	FACUL	ſY (IF .	ANY)				
					NII	,								

RG	PV (Diplo	oma Wing ) Bhopal	SCH	EME FOR LEAR	NING	Bra	nch C	ode	Course Code	e CO Code	LO Code	Format No. 4
	× I	8, <b>i</b>		OUTCOME		С	0	4		5	1	
	JRSE ME	E-GOVERNANCE	AND DIGI	TAL MARKETIN	NG		I		I I	I		
CO Des	cription	Perform Social Mee	lia Marketii	ng Activities								
LO Dese	cription	Explain social medi	a marketing	g and terminologie	es							
		1		SCI	HEME O	F STUI	DY					
S. No.		Learning Content		Teaching – Learning Method		iption o Process		Teach Hrs.	Pract. /Tu Hrs.	ıt LRs	Required	d Remarks
1	<ul> <li>Psyc</li> <li>Soci</li> <li>Law</li> <li>Strat</li> <li>Platt</li> <li>Insta</li> <li>Diff</li> <li>Opti</li> <li>Med</li> <li>Soci</li> </ul>	al Media: Concept, Pa hology al Media Marketing s, Advantages, Di tegy, Community form (Eg. Facebook, agram, Twitter) erence between Soc mization (SMO) a ia Marketing (SMM) al Media Terminolog ls, pin, tweet, emoji, tr	: Concept, sadvantage, building , Linkedin, cial Media and Social sy: hashtag,	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	the con provide student conduc quiz/tu	r will ex tents and handou s. Teach t assign torial to s practic edge.	d its to er will nents/ make	6	NIL	board, I	ts, chalk PT, text harts, vide	20
				SCHEN	AE OF A	SSESSN	MENT					
S. No.	Meth	od of Assessment	Descri	ption of Assessme	ent		mum rks		Resources	Required		External / Internal
1		semester theory examination		l be asked question a marketing	on	1	0	(	Question paper	r + rating sc	External	
			ADDITION	AL INSTRUCTI	ONS FOI	R THE	HOD/	FACULT	Y (IF ANY)			
					NII				. ,			

RG	PV (Diplo	oma Wing ) Bhopal	SCHEME FOR		Br	anch C	ode	Co	ourse Coo		CO Code	LO Code	Format No. 4
		8/ 1	OUTC	OME	C	0	4				2		
	JRSE ME	E-GOVERNANCI	E AND DIGITAL MAR	RKETING				-	I			1	-
CO Des	cription	Perform Social Mo	edia Marketing activitio	es									
LO Des	cription	Demonstrate digit	al analytical tool to mo	nitor measure an	d optir	nize diş	gital m	arketir	ng activit	ties on w	veb		
		1		SCHEME O	F STU	DY							
S. No.	Lear	rning Content	Teaching –Learning Method	Description of Process	T-L	Teach Hrs.		ract. 1t Hrs.	LR	Rs Requi	ired		Remarks
1	<ul> <li>Trad Cont Anal</li> <li>Case avail anal</li> </ul>	cept, racteristics itional V/S temporary Web lytics study on	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will exp the contents and provide handout students. Teacher conduct assignm quiz/tutorial to r students practice knowledge.	ts to er will nents/ nake	6		NIL		uts, chal ext book ìlm.		-	
				SCHEME OF A	SSESS	MENT							
S. No.	Meth	od of Assessment	Description of A	ssessment		timum arks		]	Resource	es Requi	ired		External / Internal
1	As	Term Work signment/Quiz	Student will be asked Web/Digital analytica			10		Te	est paper -	+ Rating	g scale		Internal
			ADDITIONAL INST	RUCTIONS FO	R THE	HOD/	FACU	LTY (	IF ANY)				1
			Internal:	Progressive exam	ination	(Pen pa	per tes	st).					

RG	PV (Diplo	oma Wing ) Bhopal	SCHEME FOI		Br	anch C	ode	Co	urse Co	de	CO Code	LO Code	Format No. 4
	× I	87 I	OUTC	OME	С	0	4				5	3	
	URSE ME	E-GOVERNANC	E AND DIGITAL MAR	RKETING		<u> </u>		1	· · · · ·		-		1
CO Des	cription	Perform Social M	edia Marketing activiti	es									
LO Des	cription	Develop own sam	ple business page and p	ost advertisemen	t on so	cial me	dia						
		1		SCHEME O	F STU	DY							
S. No.	Lea	rning Content	Teaching –Learning Method	Description of Process	f <b>T-L</b>	Teach Hrs.		ract. It Hrs.	LF	Rs Re	quired		Remarks
1	on med Face • Sam on med Face Insta	ple business page available social ia platform (Eg. book) ple Ad Campaign available social ia platform(Eg. book, Linkedin, agram) with events offer of the day wise concepts	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will demonstrate may components insi the lab to studen students will pra provide quiz, assignment etc., teacher will con remedial and tutorials.	ide nts, actice,	NIL		6		ext bo	halk boar ook, chart	-	
	1			SCHEME OF A	SSESS	MENT							
S. No.	Meth	od of Assessment	Description of A	ssessment		timum arks		]	Resource	es Ree	quired		External / Internal
1	1 Laboratory test by observation		Student will be asked business pages and car social media platform	mpaign on		10	O	bservat	ion scheo scales		heck-list rics	/rating	External
			ADDITIONAL INST	<b>RUCTIONS FO</b>	R THE	HOD/	FACU	LTY (I	(F ANY)	)			
				NII									
				NII	<u> </u>								