RGPV WING) B	(DIPL HOPAL	OMA	OBE CURRI COURSE	CULUM FOR TH	ΗE	FORMA		Sheet No. 1/5
Branch L	nformatic	on Tecl	hnology		Sen	nester	V	
Course Code			Course Name	E-Governance	and	Digital M	larket	ing
Course Ou 1	tcome -		e available preneurship pr	resources to oject report	0	oresent	Teac h Hrs	Mark s
Learning (1	Dutcome	Expl deve	ain basics elopment	for entre	pren	eurship	6	10
Contents		E Fr C S aı S	orm of Business ooperation cheme of assis gencies, Commer cale Industries(S	Concept, Chara art up, Obstacle in Organization: Sole tance by availa rcial banks and fi SI)/Start-up at N SIDO, EGB, MSI	n entr e pro ble (inanc ation	epreneur prietorsh entreprer ial institu al, State	ip, Par neurial itions f and Ot	tnership, support or Small her level
Method Assessmen	of t	Interr	nal: Mid semester	theory examinat	ion (I	Pen pape	r test).	
Learning (2	Dutcome		strate SSI Pro nulation and Ap	oject Planning, opraisal	Se	lection,	6	10
Contents		01 S 01 F(P)	f planning, Steps election: Search pportunity & Viat ormulation: Stage roject Report: Sc	of Idea/Opportun	nity, S	Selection/	Short ر forma	listing of t
Method Assessmen	of t	Exterr	nal: End semeste	r theory examina	tion (Pen pape	er test)	
Learning (3	Dutcome		struct to pres n/available SSI	ent project re /start-up	port	for a	6	10
Contents		report Pi m D	t:	n preparation and ct report includii errors in proj	ng te	echnical,	econo	mic and

Method Assessme	ent	of	Intern	al: Lab Observat	ion/Assignment							
RGPV WING)	BH	(DIPL) OPAL	OMA	OBE CURRI COURSE	RRICULUM FOR THE FORMAT-3 S							
Branch	Inf	ormatic	on Tecł	nnology		Sem	nester	er V				
Course Code				Course Name	E-Governance	and	Digital N	larket	ing			
Course C 2	Outc	ome -		e activities re rnance	lated to E Com	imer	ce & E	Teac h Hrs	Mark s			
Learning 1	Οι	itcome		ain business m -Commerce	nodel and paym	ent i	method	6	10			
Contents			di E- Pa Sy	isadvantages. -Commerce Busir -Commerce Payr	nmerce: Introd ness model: B2B, nent: Payment G s & protections	B2C, iatew	C2C, Fou ay, Mode	es of l	rule Electronic			
Method Assessme	ent	of	Exterr	nal: End semeste	r theory examinat	tion (Pen pape	er test)).			
Learning 2	Οι	itcome	Gove	ain Electronic ernance basics nitive domain)	Governance a	and	Mobile	6	10			
Contents			Pr M E·		ber laws		5		-			
Method Assessme	ent	of	Intern	al: Mid semester	theory examinati	ion (F	^p en paper	r test)				
Learning 3	Οι	itcome	and	e use of E Co Egovernancep chomotordomair		ent r	method	6	10			
Contents			ba S ⁱ in gi	anking, UPI and l tudent will make istitute perform ranthalaya, M	eway method (C E-wallet) on webs e sure to trainec ing E-governanc 1POnline, mpe port for evaluatior	ite/m d/help ce p distri	obile app at leas ortal(e-s) t 5 st	tudent of ship, e-			

Method Assessme	ent	of	Exterr	nal: Laboratory o	bservation and vi	va vo	ce.					
RGPV WING)		(DIPL) PAL	OMA	OBE CURRI COURSE	CULUM FOR TH	ΗE	FORMA	T-3	Sheet No. 3/5			
Branch	Infor	rmatic	on Tecl	nnology	V							
Course Code				Course E-Governance and Digital Market Name								
Course C 3	Outcor	me -		ly techniques o keting	n available tool	s for	digital	Teac h Hrs	: Mark s			
Learning Outcome Explain fundamental of Digital Marketing 1								6 10				
ContentsDigital marketing : Concept, Process, Application, Adva Limitation, ExamplesDigital marketing Verses Traditional marketing Digital marketer: Definition, Role Visibility: Concept, Types and Example Visitors Engagement: Concept , Landing page and Cor Page(Thank you page) Converting Traffic into Leads Inbound Marketing and Outbound Marketing									onversion			
Method Assessme	ent	of	Exterr	nal: End semeste	r theory examina	tion (Pen pape	er test).			
Learning 2	Outo	come	Expl	ain types of Dig	gital Marketing			6	10			
Contents Search Engine Marketing o Search Engine Optimization(SEO) o PPC(Pay Per Click) Social Media Marketing Display Advertising: Contextual Targeting Vs Behaviour Targeting Content Marketing & Blogging Email Marketing- Email Ethics, Webmail, Bulk Email Mobile marketing – Eg. Bulk SMS Affiliate marketing Video Marketing									havioural			
Method Assessme	ent	of			er theory examina	ition ((Pen pape	er test).			
Learning 3	Outo	come		use of availab al marketing	le tools and tec	hniq	ues for	6	10			

Contents			D a' C C	evelop a campa vailable tool (like onstruct blog by	you page , Landin ign for Search E e Google AdWords using available to ical e-mail to a product	ngine) pol (li	e Marketi ke blogge	er)				
Method Assessme	ent	of	Exterr	nal: Laboratory o	bservation and vi	va vo	oce.					
RGPV WING)	V (DIPLOMA OBE CURRICULUM FOR THE FORMA G) BHOPAL COURSE									Sheet o. 4/5		
Branch	Inf	ormatic	on Tecl	hnology		Sen	nester	r V				
Course Code		Course E-Governance and Digital Name								ıg		
Course C 4	e Outcome - Apply SEO(Search Engine Optimization) tools and techniques to improve search on web							Teac h Hrs	0	Mark s		
Learning 1	Οι	itcome	Expla	iin SEO basic		6 10						
Contents			S S S S B	earch Engine Alg EO: Need, Impor EO Terminologie earch Trends EO Working : Cra	s : SERP, On Page awling, Indexing a t, Importance, Do	, char e & O and R	acteristic ff Page, I anking	Relate	d S	Search,		
Method Assessme	ent	of	Exterr	nal: End semeste	r theory examina	tion ((Pen pape	er test).			
Learning 2	Οι	itcome		e SEO guidel ovement	lines for web	site	search	e	ò	10		
Contents			W If U K C O C	/ebsite Structure irames / frames e RL Rewriting Tec leasuring and Tra eyword: Keywo ompetition Analy ff Page SEO : Pa	effects on SEO hniques (301, 30 acking - UTM(Urch ord Research, Ty	2) nin tra pes, h Site	acking me Research e Summa	odule) n Met iry) Fe	hoo eed	S		

Method Assessme	ent	of	Ex	ternal: End seme	ester theory exam	ninati	on (Pen p	oaper t	est).
Learning 3	Οι	utcome		use of availabl n Web project	le tools and tech	nniqu	ie of	6	10
Contents			H Fi D D	eader, footer, A lename, 404 Imp evelop an HTML evelop Robots fil evelop .htaccess	and XML sitemap e	age 1	tag, Nav	igation	Menu ,
Method Assessme	ent	of	Interr	al: Lab Observat	tion/Assignment				
RGPV WING)	BH	(DIPL OPAL	ΟΜΑ	OBE CURRI COURSE	CULUM FOR TI	ΗE	FORMA		Sheet No. 5/5
Branch	Inf	formatio	on Tecl	nnology		Sen	nester	V	
Course Course E-Governance and Digital Name							Digital N	larket	ing
Course C 5	Dutc	ome -	Perfo	rm Social Medi	a Marketing Act	iviti∈	ès	Teac h Hrs	Mark s
Learning 1	Οι	utcome	Expl term	ain social ninologies	media marke	eting	and	6	10
Contents			S D Fa D S	ocial Media isadvantage, St acebook, Linkedii ifference betwee ledia Marketing (trategy, Commu n, Instagram, Twi n Social Media O	cept, nity tter) ptimi	Laws, building zation (S	Platfo MO) a	
Method Assessme	ent	of	Exterr	nal: End semeste	er theory examina	tion ((Pen pape	er test)	
Learning 2	Οι	utcome	mea		al analytical too otimize digital		nonitor rketing	6	10
Contents			Ti C	raditional V/S Co	ncept, Characteri ntemporary Web available Digital	Analy		ol (Eg	. Google

Method of Assessment	Internal: Mid semester theory examination (Pen paper test).										
Learning Outcome 3	Develop own sample business page and post 6 10 advertisement on social media										
Contents	Sample business page on available social media platform (E Facebook) Sample Ad Campaign on available social media plateform(E Facebook, Linkedin, Instagram) with events & offer of the da likewise concepts	ig.									
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/NITTR/RGPV	

RGP	Y (Diploma Wing) Bhopal	SCHEME FOR OUTC		Bra	anch C	Code	C	ourse C	ode	CO Code	LO Code	Form	at No. 4
		0010	ONE	Ι	0	4				1	1		
COUI NAN		E AND DIGITAL MAR	KETING										
CO Desci	ription Utilize available r	esources to present entre	epreneurship pro	oject rep	port								
LO Descr	ription Explain basics for	entrepreneurship devel	opment										
			SCHEME O	F STUI	DY								
S. No.	Learning C	ontent	Teaching – Learning Method	D	-	tion of T ocess	T-L	Teac h Hrs.	Pract /Tut Hrs.		Rs Requi	red	Remarks
1	Entrepreneur: Concept, C of Entrepreneur / Si entrepreneurship Form of Business proprietorship, Partnership Scheme of assistance by support agencies, Comme institutions for Small Sc up at National, Sta (NIESBUD,NSIC, SII NABARD, AIC, MPCON	art up, Obstacle in Organization: Sole o, Cooperation available entrepreneurial rcial banks and financial ale Industries(SSI)/Start- te and Other level OO, EGB, MSME,	classroom teaching, demonstration, quiz, assignments,	the pro stu cor qui stu	e conten ovide h idents. nduct a iz/tutor	will expl nts and andouts Teacher issignme rial to m practice ge.	s to r will ents/ ake	6	NIL	boa boo	ndouts, cha rd, PPT, ta k, charts, eo film.		
	,		SCHEME OF A	SSESSN	MENT	١			1				
S. No.	Method of Assessment	Description of A	ssessment		imum Irks			Resour	ces Req	uired			ternal / nternal
1	Paper pen test	Student will be asked be entrepreneur and go the government agencies re up various small scale startup	rough equired to set	1	0		T	est pape	r + Ratir	ng scale		Iı	nternal
		ADDITIONAL INSTI	RUCTIONS FO	R THE	HOD/	FACUI	LTY (IF ANY)				
		Internal:	Progressive exam	ination ((Pen pa	aper test	t).						

RGF	RGPV (Diploma Wing) Bhopal			E FOR LEARN DUTCOME	NING	Branch Cod			С	ourse C	ode	CO Code	LO Code	Format No. 4
			•	JUICOME		Ι	0	4				1	2	
COU NAN		E-GOVERNANCE	AND DIGITAL	L MARKETING	3									
CO Desc	ription	Utilize available res	sources to prese	nt entrepreneur	rship pr	oject re	port							
LO Desc	ription	Illustrate SSI Proje	ct Planning, Sel	ection, Formula	ation an	d Appr	aisal							
				SCH	EME O	F STUI	DY							
S. No.		Learning Conte	nt	Teaching – Learning Method		iption (Process			ach rs.	Pract. /Tut Hrs.		LRs Req	uired	Remarks
1	planni planni Select Select Viabil Form Projec conter Appra	roject Planning: Defing, Importance of pl ng ion: Search of Id ion/Short listing of ity assessment ilation: Stages of for it Report: Scope of at & format isal: Need of Project of Project Appraisal	lanning, Steps in dea/Opportunity, opportunity & mulation project report,	Interactive classroom teaching, demonstratio n, quiz, assignments, tutorial	the con provid studen will co assign quiz/tu studen		nd outs to her o make		5	NIL	boa	ndouts, ch ard, PPT, f ok, charts, n.	text	
				SCHEM	E OF A	SSESSI	MENT							
S. No.	Methoo	l of Assessment	Descriptio	on of Assessmen	nt		mum rks			Resour	ces Re	quired		External / Internal
1		emester theory camination	Student will be project basics	asked question of	on SSI	1	0		Qu	estion pa	aper + 1	ating scal	le	External
			ADDITIONAL	INSTRUCTIO	NS FOI	R THE	HOD/	FACU	LTY	(IF ANY	Y)			
					NIL									

RG	RGPV (Diploma Wing) Bhopal	S	CHEME FOR LE OUTCOM		Br	anch (Code	Cou	urse C	ode	CO Code	LO Code	Format No. 4	
				OUTCOM	Ľ	Ι	0	4				1	3	
	URSE ME	E-GOVERNANCE	AND D	IGITAL MARKE	TING									
CO Des	cription	Utilize available res	sources t	o present entrepre	eneurship pr	oject r	eport							
LO Des	cription	Construct to preser	nt projec	t report for a give	n/available S	SSI/sta	rt-up							
					SCHEME O	F STU	DY							
S. No.		Learning Content		Teaching – Learning Method	Descript Pr	tion of ocess	Г-L	Teach Hrs.		et. /Tu Hrs.	t L	Rs Requ	ired	Remarks
1	1 Steps and Exercises on preparation and presentation of project report: Preliminary project report including technical, economic and market feasibility, Detect common errors in project report preparations /presentation.		ort: report mic and project	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher w demonstra componen the lab to students w provide qu assignmen teacher w remedial a tutorials.	ate majo nts insic student vill prac uiz, nt etc., ill cond	le s, ctice,	NIL		6	boa	Handouts, chalk board, PPT, text book, charts, video ïlm.		
				SCH	IEME OF A	SSESS	MENT	ſ						
S. No.	Metho	od of Assessment	De	escription of Asses	sment		timum arks		R	Resour	ces Rea	quired		External / Internal
1	Lab Obse	ervation/Assignment	present	will be asked to project report after rtup in nearby area	•		10	Obs	servatio		edule/cl es /rubr	neck-list ics	/rating	Internal
	1		ADDIT	IONAL INSTRUC	CTIONS FO	R THE	HOD/	' FACUL	.TY (II	F ANY	<u>()</u>			1
									`					

RGP	RGPV (Diploma Wing) Bhopal		E FOR LEAR	NING	Br	anch (Code	Cou	ırse Co	de	CO Code	LO Code	Format No. 4	
		-	•	OUTCOME		Ι	0	4				2	1	
COUI NAN		NANCE A	ND DIGITAI	MARKETIN	G									
CO Desc	ription Utilize activ	ities relat	ed to E Comm	nerce & E Gove	ernance									
LO Desci	ription Explain bus	iness mod	lel and payme	nt method of E	-Comm	erce								
				SCH	EME O	F STU	DY							
S. No.	Learning	g Content		Teaching – Learning Method		ption o Process		Tea Hr	ch	Pract. /Tut Hrs.		LRs Req	uired	Remarks
1	advantages and dis E-Commerce Bu B2C, C2C, Four C	sadvantage isiness n 's rule Payment: of Electro	Payment nic Payment,	Interactive classroom teaching, demonstratio n, quiz, assignments, tutorial	Teache the con provide student will con assignm quiz/tut student their kr	tents ar hando s. Teac nduct nents/ corial to s practi	her make ce	6		NIL	bo	indouts, c ard, PPT, ok, charts m.	text	
				SCHEM	E OF A	SSESS	MENT	١						
S. No.	Method of Assessm	nent	Descriptio	on of Assessme	nt		imum arks		R	Resourc	es Re	quired		External / Internal
1	End semester theo examination	•	Student will be Commerce	asked question	on E		10		Quest	tion pap	ber + r	ating scal	le	External
		Α	DDITIONAL	INSTRUCTIO	ONS FOI	R THE	HOD/	FACU	LTY (II	F ANY))			
					NII	_								

RGPV	RGPV (Diploma Wing) Bhopal		R LEARNING	Br	anch Co	ode Co	ourse Code	CO Code	LO Code	Format No. 4
	(2-Prome (1-mg) 2 Pm	OUTO	COME	Ι	0	4		2	2	
COURS NAM	$\mathbf{H}_{\mathbf{A}}$	AND DIGITAL MA	RKETING							
CO Descri	ption Utilize activities rel	ated to E Commerce	& E Governance							
LO Descri	ption Explain Electronic	Governance and Mol	bile Governance l	oasics						
			SCHEME O	F STU	DY					
S. No.	Learning Content	Teaching – Learning Method	Description of Process	f T-L	Teach Hrs.	Pract. /Tut Hrs.	LRs Re	quired		Remarks
1	E-Governance: Introduct Models, lifecycle, PPP (Pu Private Partnership), Visi governance sites MPESeva, MPOnline) as of Tutorials E-Security and Cyber laws M-Governance: Concept	blic classroom t e- teaching, (Eg. demonstration, part quiz, assignments,	Teacher will ex the contents and provide handou students. Teach conduct assignm quiz/tutorial to r students practice knowledge.	ts to er will nents/ make	6	NIL	Handouts, cl PPT, text bo video film.			
			SCHEME OF A	SSESS	MENT					
S. No.	Method of Assessment	Description of	Assessment		kimum arks		Resources Re	quired		External Internal
1	Paper pen test	Student will be asked and m-g	U		10	Te	est paper + Rat	ing scale		Internal
		ADDITIONAL INST	FRUCTIONS FO	R THE	HOD/ I	FACULTY (1	IF ANY)			
		Internal	Progressive exam	ination	(Pen na	oer test)	-			

RGF	PV (Diploma Wing) Bhopal		FOR LEARNING JTCOME	Branch Co	de	Cou	irse Code	CO Code	LO Code	Format No. 4
			ICOME	I 0	4			2	3	
COU NAN		E AND DIGITAL N	MARKETING							
CO Desc	ription Utilize activities re	lated to E Commer	ce & E Governance							
LO Desc	ription Make use of E Cor	nmerce payment m	ethod and E governan	ce portal						
			SCHEME OF	STUDY						
S. No.	Learning Con	tent	Teaching –Learning Method	-	ion of T ocess	ſ-L	Teach Hrs.	Pract. /Tut Hrs.	LR Requi	Romoriz
1	Use Payment gateway m Debit card, Net banking, on website/mobile app Student will make sure least 5 student of instit governance portal(e- granthalaya, MPOnlin activities and submit/p evaluation	UPI and E-wallet) to trained/help at ute performing E- scholarship, e- ne, mpedistrict)	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teacher wi demonstrat component lab to stude students wi provide qui assignment teacher wil remedial an	te major es inside ents, ill practi iz, t etc., l condu	e the ice, ct	NIL	6	Handou chalk board, PPT, te book, charts, video f	xt
			SCHEME OF ASS	SESSMENT						
S. No.	Method of Assessment	Description	of Assessment	Maximum Marks		R	esources	Required		External / Internal
1	Laboratory test by observation	of self using and h	e whom they helped	10	Obs	ervatio	on schedul scales /r	e/check-list / rubrics	rating	External
		ADDITIONAL IN	STRUCTIONS FOR	FHE HOD/ F	FACUL	TY (II	F ANY)			
Teach	er will ensure every student gu	uide/help at least 5 st	tudants of other branch	finationta in a	nain a F	~~~~~~	anaa nort	al(MDOnling	Cabalar	chin on other)

RGP	PV (Diploma Wing) I	Shopal	SCHEME FO		Br	anch (Code	Cours	e Code	CO Code	LO Code	Format No. 4
		1	OUTC	COME	Ι	0	4			3	1	
COUI NAN	······································	NANCE A	ND DIGITAL MAI	RKETING								
CO Desci	ription Apply tech	niques on a	available tools for d	igital marketing	5							
LO Desci	ription Explain fu	ndamental	of Digital Marketin	g								
				SCHEME (OF STU	DY						
S. No.	Lear	ning Conte	ent	Teaching – Learning Method	Desc	ription Proce	of T-L ss	Teach Hrs.	Pract. /Tut Hrs	LR	s Requir	ed Remarks
1	Digital marketing Digital marketer: Visibility: Concep	antages, Lir Verses Tra Definition, pt, Types ar nent: Conce age(Thank c into Lead	nd Example ept, Landing page you page) s	Interactive classroom teaching, demonstration , quiz, assignments, tutorial	the con provid studen conduc quiz/tu	ntents a e hando ts. Teao et assig torial t ts pract		6	NIL	boar bool	douts, cha d, PPT, to c, charts, o film.	
				SCHEME OF A	ASSESS	MENI	ſ					
S. No.	Method of Assess	nent	Description of A	Assessment		timum arks		Reso	ources Requ	iired		External / Internal
1	End semester the examination	•	tudent will be asked igital marketing fund	A		10		Question	n paper + rat	ing scal	le	External
		A	DDITIONAL INST	RUCTIONS FO	R THE	HOD/	' FACUL	TY (IF A	NY)			
				N	L							

PCPV (D	ploma Wing) Bhopal	SCHE	ME FOR LEARN	ING	Br	anch C	ode	Cou	irse Code	CO Code	LO Code	Format No. 4
	pionia wing) biopai		OUTCOME		Ι	0	4			3	2	
COURSE NAME	E-GOVERNANCE	AND DIGIT	AL MARKETING								1	
CO Descriptio	n Apply techniques o	n available to	ols for digital marl	keting								
LO Descriptio	n Explain types of Di	gital Marketir	ıg									
			SCHE	ME OF	STU	DY						
S. No.	Learning Conten	ıt	Teaching – Learning Method		iption Proces	of T-L s		'each Hrs.	Pract. /Tut Hrs.	LRs R	equired	Remarks
S E T C E V M A	earch Engine Marketing o Search Optimization(Sl o PPC(Pay Per Cl ocial Media Marketing isplay Advertising: argeting Vs Behavioral T ontent Marketing & Blo mail Marketing- En /ebmail, Bulk Email lobile marketing – Eg. Bu ffiliate marketing ideo Marketing	lick) Contextual Fargeting ogging nail Ethics,	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher the cont provide students conduct quiz/tut students knowled	tents a hando s. Teao t assig orial t s pract dge.	nd outs to cher will nments o make ice thei	,		NIL	Handout board, Pl book, ch film.	PT, text	0
			SCHEME	OF AS	SESS	MENT						1
S. No. Mo	ethod of Assessment	Descrip	tion of Assessment	;		imum arks		R	esources R	equired		External / Internal
1 E	nd semester theory examination	Student will b types of digita	e asked question or al marketing	n		0		Quest	ion paper +	rating sca	le	External
		ADDITIONA	L INSTRUCTION	NS FOR	THE	HOD/	FACU	JLTY (II	F ANY)			

RGF	PV (Diploma Wing) Bhopal	SCHE	EME FOR LEAR	NING	Br	anch (Code	Co	urse Co	de	CO Code	LO Code	Format No. 4
	X I B	/ I		OUTCOME		Ι	0	4				3	3	
COU NAN		ERNANCE	AND DIGIT	AL MARKETIN	G									
CO Desc	ription Apply te	chniques o	n available to	ools for digital ma	rketing									
LO Desc	ription Make us	e of availal	ble tools and	techniques for dig	gital mar	·keting								
				SCH	IEME O	F STU	DY							
S. No.	Learni	ng Conten	t	Teaching – Learning Method	Des	criptio Proc		·L	Teach Hrs.	Prac /Tu Hrs	t	LRs Re	equired	Remark
1	Develop a Tha Page Develop a camp Marketing by (like Google Ad Construct blog (like blogger) Construct an e customer abou product	paign for Sousing of a dWords) by using a	earch Engine vailable tool vailable tool ail to attract	quiz, assignments, tutorial	demon compo lab to will pr quiz, a teache remed	er will nstrate r onents in studenta cactice, nssignm er will co ial and	nside the s, stude provide ent etc onduct tutoria	ents e ., ls.	NIL	6		Handouts, board, PP book, char film.	Γ, text	
				SCHEM	IE OF A	SSESS	MENI	[1
S. No.	Method of Asse	ssment	Descrij	ption of Assessme	nt		imum arks		I	Resourc	es Re	equired		External / Internal
1	Laboratory tes observation	•		be asked to develo or campaign by us ol.	*	1	0		Observati	on scheo scales		check-list / prics	rating	External
			ADDITION	AL INSTRUCTIO	ONS FO	R THE	HOD/	' FAC	ULTY (I	F ANY)				1
					NII									

RGP	PV (Diploma Wing) Bhopal	SCHEME FOR DOUTCO		Branch C		Co	urse Coo	Cod	e Code F	Format No. 4
COU NAN		E AND DIGITAL MARK	KETING	1 0	4			4	1	
CO Desc		n Engine Optimization) to	ools and technic	ques to impro	ove sear	ch on v	veb			
LO Desci	ription Explain SEO basic	'S								
			SCHEME O	F STUDY						
S. No.	Learning C	ontent	Teaching – Learning Method	-	otion of ' rocess	T-L	Teach Hrs.	Pract. /Tut Hrs.	LRs Required	Remarks
1	Search Engine: Concept, I Search Engine A characteristics SEO: Need, Importance SEO Terminologies : SEF Related Search, Search Tr SEO Working : Crawling, Backlinks: Concept, Im Nofollow How to Get Backlinks?	Algorithms: concept, RP, On Page & Off Page, rends , Indexing and Ranking	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher w the conte provide h students. conduct a quiz/tuton students j knowledg	nts and andouts Teacher assignme rial to m practice	to will ents/ ake	6	NIL	Handouts, chalk board PPT, text book, charts video film.	,
		S	CHEME OF AS	SESSMENT	1					
S. No.	Method of Assessment	Description of Ass	sessment	Maximum Marks		F	Resource	s Required		External / Internal
1	End semester theory examination	Student will be asked qu SEO	lestion on	10		Ques	tion pap	er + rating so	cale	External
		ADDITIONAL INSTRU	UCTIONS FOF	R THE HOD/	FACUI	LTY (I	F ANY)			
			NIL							

RGP	PV (Diploma Wing) Bhopal	SCHEME FOR LEARN	ING	Bra	nch (Code	Cou	ırse Co	de	CO Code	LO Code	Form	nat No. 4
	· (F8)F	OUTCOME		Ι	0	4				4	2		
COU NAN		AND DIGITAL MARKETING	r										
CO Desc	ription Apply SEO(Search	Engine Optimization) tools and	techniq	ues to	impro	ove sear	ch on w	veb					
LO Desc	ription Utilize SEO guidel	ines for website search improven	nent										
		SCHE	EME OF	STUI	ŊУ								
S. No.	Learnin	g Content	Teach Lear Met	ning	Des	scription Proce		Z Tea Hr		Pract. /Tut Hrs.	LF Requ		Remark
1	Keyword: Keyword Methodology, Competitio Off Page SEO : Page F Feeds	n SEO es (301, 302) UTM(Urchin tracking module) Research, Types, Research	Interact classroo teaching demons , quiz, assignm tutorial	om g, stration nents,	exp and han stud will assi quiz mal prac	cher wil lain the provide douts to lents. Te conduc gnments z/tutoria ce studes ctice the wledge.	contents eacher et s/ l to nts eir	6 S		NIL	Hando chalk board, PPT, ta book, charts, video	ext	
		SCHEME	E OF AS	SESSN	IENT	1							
S. No.	Method of Assessment	Description of Assessment	t	Maxi Ma			R	esourc	es Ro	equired			xternal / nternal
1	End semester theory examination	Student will be asked question of SEO guideline and technique	n	1	0		Ques	tion pap	er +	rating scal	e	E	xternal
		ADDITIONAL INSTRUCTION	NS FOR	THE	HOD/	FACU	LTY (II	F ANY)					
			NIL										

RG	PV (Diplom	a Wing) Bhopal	SC	HEME FOR LEAR	NING	Br	anch (Code	Cou	irse Co	ode	CO Code	LO Code	Format No. 4
	- ((P -0			OUTCOME		Ι	0	4				4	3	
	URSE ME	E-GOVERNANCE	AND DIG	ITAL MARKETIN	G									
CO Des	cription A	Apply SEO(Search	Engine O	ptimization) tools an	d techni	ques to	o impr	ove searc	h on w	veb				
LO Des	cription N	Aake use of availab	ole tools an	nd technique of SEO	in Web	projec	t							
				SCH	EME O	F STU	DY							
S. No.]	Learning Content		Teaching – Learning Method		iption o Process		Teach Hrs.	Pr	act. /1 Hrs.	`ut	LRs Ree	quired	Remarks
1	Tag, M Header image Filenar Develo sitema Develo Develo Identif	op OnPage SEO v Meta Tags, Canon c, footer, Ancho tag, Navigation ne, 404 Implementa op an HTML ar p op Robots file op .htaccess file y different "keywo roject optimization	ical Tag, r Links, Menu , ition nd XML	Interactive lab classroom teaching, demonstration, quiz, assignments, tutorial	Teached demonit composi- the lab student practice quiz, as etc., tea conduct and tut	strate m nents in to stude s will e, provi ssignme acher w t remed	de ents, de ent ill	NIL		6		Handouts, board, PP book, chai video film	Γ, text rts,	
				SCHEM	E OF A	SSESS	MENT	[
S. No.	Method	of Assessment	Desc	cription of Assessme	nt		timum arks		R	esour	ces Re	equired		External / Internal
1	1 Lab Observation/Assignment Student develop the web page/pro- following SEO guidelines						10	Obs	ervatio		edule/c es /rub	check-list / prics	rating	Internal
			ADDITIO	NAL INSTRUCTIO	ONS FO	R THE	HOD	' FACUL'	ГY (IF	FANY)			
					NII	_								

RGP	PV (Dinla	ma Wing) Bhopal	SCH	EME FOR LEAR	NING	Br	anch C	ode	Course Code	CO Code	LO Code	Format No. 4
KOI		ina ((ing) biopai		OUTCOME		Ι	0	4		5	1	1 0111140 1 100
COU NAN		E-GOVERNANCE	AND DIGI	TAL MARKETIN	١G							
CO Desc	ription	Perform Social Mee	dia Marketi	ng Activities								
LO Desc	ription	Explain social medi	a marketing	g and terminologie	es							
				SCI	HEME O	F STU	DY					
S. No.		Learning Content		Teaching – Learning Method		ription Proces		Teac Hrs		LRs I	Required	Remark
1	Psyc Soci Law Strat Platf Insta Diffe Opti Med Soci	orm (Eg. Facebook, gram, Twitter) erence between Soo	: Concept, sadvantage, building , Linkedin, cial Media and Social cy: hashtag,	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	the con provide student conduc quiz/tu	et assigr torial to ts practi	nd uts to her will iments/ o make		NIL	Handout board, Pl book, ch film.	PT, text	0
				SCHEM	IE OF A	SSESS	MENT					
S. No.	Metho	od of Assessment	Descr	iption of Assessme	ent		imum arks		Resources F	Required		External / Internal
1		semester theory examination		l be asked question a marketing	on		10		Question paper -	- rating sca	le	External
			ADDITION	AL INSTRUCTI	ONS FO	R THE	HOD/	FACUL	TY (IF ANY)			
					NII	-						

RGP	V (Diplo	ma Wing) Bhopal	SCHEME FOI		Br	anch C	ode	Co	ourse Code	e Co Co		LO Code	Format No. 4
		8) I	OUTC	COME	Ι	0	4			5		2	
COUI NAM		E-GOVERNANCE	AND DIGITAL MAI	RKETING									
CO Desci	ription	Perform Social Me	dia Marketing activiti	es									
LO Descr	ription	Demonstrate digita	l analytical tool to mo	nitor measure ar	nd optin	nize dig	gital m	arketir	ng activitie	es on web			
				SCHEME O	F STU	DY							
S. No.	Lear	ning Content	Teaching –Learning Method	Description of Process	f T-L	Teach Hrs.		ract. 1t Hrs.	LRs	s Required	1		Remarks
1	Tradi Conte Analy Case availa analy	ept, factoristics demporary Web to study on able Digital	Interactive classroom teaching, demonstration, quiz, assignments, tutorial	Teacher will exp the contents and provide handour students. Teacher conduct assignm quiz/tutorial to r students practice knowledge.	ts to er will nents/ make	6		NIL		ts, chalk b kt book, ch lm.			
				SCHEME OF A	SSESS	MENT							
S. No.	Metho	d of Assessment	Description of A	Assessment		timum arks]	Resources	s Required	1		External / Internal
1	Ра	aper pen test	Student will be asked Web/Digital analytica			10		Te	est paper +	Rating sc	ale		Internal
			ADDITIONAL INST	RUCTIONS FO	R THE	HOD/	FACU	LTY (IF ANY)				
			Internal:	Progressive exam	ination	(Pen pa	per tes	st).					

RGP	V (Diploma Wing) Bhopal	SCHEME FOI		Bı	anch C	ode	Co	ourse C	ode	CO Code	LO Code	Format No. 4
_			OUTC	OME	Ι	0	4				5	3	
COUH NAN		ERNANCE	AND DIGITAL MAR	RKETING									
CO Descr	ription Perform	Social Mee	dia Marketing activiti	es									
LO Descr	ription Develop	own sampl	e business page and p	ost advertisemen	t on so	cial me	lia						
				SCHEME O	F STU	DY							
S. No.	Learning Cont	tent	Teaching –Learning Method	Description of Process	T-L	Teach Hrs.		ract. 1t Hrs.	L	.Rs Re	quired		Remarks
1		social c m (Eg. d ampaign t social form(Eg. inkedin, h events the day	nteractive lab classroom teaching, lemonstration, quiz, lssignments, utorial	Teacher will demonstrate may components insi the lab to student students will pra provide quiz, assignment etc., teacher will com- remedial and tutorials.	de its, ictice,	NIL		6	PPT,	,	halk boar ook, chart		
				SCHEME OF A	SSESS	MENT							
S. No.	Method of Asse	ssment	Description of A	ssessment		kimum arks]	Resour	ces Re	quired		External / Internal
1	Laboratory tes observatio	•	Student will be asked business pages and car social media platform			10	0	bservat		edule/c es /rubi	heck-list , rics	/rating	External
I			ADDITIONAL INST	RUCTIONS FO	R THE	HOD/	FACU	LTY (IF ANY	7)			
				NII						-			