UNIT - I

Chapter 3 :   Introduction & origin of Digital Marketing   **3-1 to 3-11**

> **Syllabus :** Traditional v/s Digital Marketing. Digital Marketing Strategy, The P-O-E-M Framework, Segmenting & Customizing Messages, The Digital landscape, Digital Advertising Market in India. Skills required in Digital Marketing. Digital Marketing Plan.

UNIT - II

Chapter 5 :   Email and Mobile Marketing   **5-1 to 5-24**

Syllabus : Email Marketing : Types of Emails, Mailing List, Email Marketing tools, Email Deliverability & Email Marketing automation

Mobile Marketing : Introduction, Mobile Usage, Mobile Advertising, Mobile Marketing Types, Mobile Marketing Features, Mobile Campaign Development, Mobile Advertising Analytics

UNIT - III

Chapter 8 :   Web & Google Analytics   **8-1 to 8-23**

Syllabus : Purpose, History, Goals & objectives, Web Analytic tools & Methods. Web Analytics Mistakes and Pitfalls.

Basics of Google Analytics, Installing Google Analytics in website, Parameters of Google Analytics, Reporting and Analysis.

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