Semester 1					
Semester No.	**Course Code**	**Type of Course**	**Course Title**	**Credits**	**Hours/Week**
1	OE-101-BDM	**Open Elective**	**Basics of Digital Marketing**	2	2

Course Objective	
1	To provide hands-on experience in building and optimizing websites using free tools.
2	To develop practical skills in SEO, content creation, and digital visibility techniques.
3	To enable students to create, manage, and evaluate social media campaigns using real-time platforms.
4	To introduce learners to the basics of email marketing and paid promotions using industry-standard tools.

Course Outcome	
C01	Create and manage a functional website using free online tools.
C02	Demonstrate the ability to perform keyword research and apply basic SEO techniques.
C03	Design and schedule engaging social media content across multiple platforms.
C04	Set up mock paid ad campaigns and run basic email marketing campaigns.

Unit	Title and Contents	No. of Lectures
1	**Introduction to Digital Marketing and Website Creation** 1.1 Concept and meaning of Digital Marketing, Digital Marketing Tools & Process 1.2 Website Planning & Creation, understanding domains, hosting, and structure, create a free website using Google Sites or Wix 1.3 Introduction to SEO & Keyword Research, Basics of SEO, keyword intent, and research tools 1.4 On-Page Optimization, Title tags, meta descriptions, image alt text 1.5 Google Analytics Integration	15
2	**Social Media Marketing & Paid Promotion** 2.1 Social Media Profile Setup & Content Creation, Platforms overview (Instagram/Facebook), Business Profile creation, Canva post creation 2.2 Reels, Hashtags & Scheduling, Reel basics, caption writing, post timing, short video creation and scheduling post using Meta Business Suite 2.3 Introduction to Paid Ads, Basics of Google Ads & Facebook Ads, Creating mock campaigns. 2.4 Email Campaign & Performance Tracking, Email marketing basics, metrics overview, Design & send a sample campaign using Mailchimp	15