

Name of Faculty: - Mohit Jindal

Discipline: - Food Technology

Semester: - 3<sup>rd</sup>

Subject: - **Multidisciplinary Elective** (Digital Marketing) (Theory)

Lesson Plan Duration: - 15 weeks (August-2025 to December-2025)

Workload (Theory / Practical) per week (in hours): Theory-02

### **Digital Marketing** (16 Weeks | 2 Theory Classes per Week)

Week 1: Fundamentals of Digital Marketing

- Class 1: Introduction to Digital Marketing — Evolution, Scope, and Importance
- Class 2: Key Concepts — SEO, SEM, PPC, Display Ads, Analytics

Week 2: Customer Experience in Digital Marketing

- Class 3: Understanding Customer Journey and Digital Touchpoints
- Class 4: Omnichannel Experience and Personalization

Week 3: Outbound Digital Marketing

- Class 5: Email Marketing: Campaigns, Tools, and KPIs
- Class 6: Display Advertising and Programmatic Ads

Week 4: Inbound Digital Marketing

- Class 7: Content Marketing — Strategy, Types, and Trends
- Class 8: Search Engine Optimization (SEO) — On-page & Off-page

Week 5: Leveraging Social Media

- Class 9: Social Media Platforms Overview: Facebook, Instagram, LinkedIn, X (Twitter)
- Class 10: Paid Campaigns on Social Media and Influencer Marketing

Week 6: Customer Insights and Engagement

- Class 11: Introduction to Analytics Tools — Google Analytics, Heatmaps
- Class 12: Customer Engagement Strategies: Retargeting, Loyalty Programs

Week 7: Mobile Marketing & SMS Campaigns

- Class 13: Mobile Advertising, Apps, and User Experience
- Class 14: Location-Based Marketing and SMS Campaign Strategy

Week 8: Video Marketing & YouTube

- Class 15: Creating and Optimizing Video Content
- Class 16: YouTube Marketing and Video Analytics

Week 9: E-commerce & Website Optimization

- Class 17: E-commerce Platforms & Buyer Behavior
- Class 18: Website Design, UI/UX, Landing Page Optimization

Week 10: Affiliate & Influencer Marketing

- Class 19: Affiliate Marketing Models & Tracking
- Class 20: Influencer Outreach, Management & ROI

Week 11: Web Analytics and Reporting

- Class 21: KPIs, Dashboards, and Reporting Tools
- Class 22: Conversion Tracking, A/B Testing, Funnel Analysis

Week 12: Marketing Automation & CRM

- Class 23: Email Automation, Drip Campaigns
- Class 24: CRM Systems and Customer Retention

Week 13: Search Engine Marketing (SEM)

- Class 25: Google Ads – Campaign Types and Bidding
- Class 26: Keyword Research, Ad Copywriting, and Quality Score

Week 14: Ethics & Legal Aspects in Digital Marketing

- Class 27: Data Privacy, GDPR, and Digital Ethics

- Class 28: Cybersecurity and Responsible Advertising

Week 15: Strategy Development

- Class 29: Integrated Digital Marketing Plan
- Class 30: Budgeting, Channel Mix, and Content Calendar

Week 16: Review & Capstone Presentation

- Class 31: Revision of Key Concepts & Q&A
- Class 32: Capstone Project Presentations or Case Study Analysis