



Walchand Institute of Technology, Solapur
(An Autonomous Institute)

Affiliated to
Punyashlok Ahilyadevi Holkar Solapur University,
Solapur

Choice Based Credit System (CBCS)

Structure and Syllabus
for

Open Elective-II

Offered to All UG Programs

By Department of Electronics Engineering

Manish

W.E.F. 2025-26

[Signature]

HEAD

Electronics Department

Dean Academics

Walchand Institute of Technology

Walchand Institute of Technology, Solapur S.Y.B.Tech.(ECM) Open Elective-II Syllabus w.e.f. 2023-2026. Page 1



Department of Electronics Engineering

Vision

- To be a distinguished centre for nurturing the holistic development of competent young engineers in the Electronics and Information Technology fields.

Mission

- **M1:** To inculcate and stimulate Electronics & Computer proficiency amongst students through quality education and innovative educational practices.
- **M2:** To create engineering professionals with social consciousness
- **M3:** To foster technical skills of students through creativity and critical thinking
- **M4:** To enhance soft skills et of students which is crucial for career success through effectual training



Open Elective-II for All UG Programs

| Semester | Course Code | Name of Course | Engagement Hours | | | Credits | | | | | Total |
|----------|-------------|------------------|------------------|----------|----------|----------|-----------|------------|-----------|-----------|------------|
| | | | L | T | P | | Theory | OE/ POE | ISE | ICA | |
| IV | 24##U4ON*5T | Open Elective II | 2 | - | - | 2 | 60 | - | 40 | - | 100 |
| IV | 24##U4ON*5A | Open Elective II | - | 1 | - | 1 | - | - | - | 25 | 25 |
| | | Total | 2 | 1 | - | 3 | 60 | - | 40 | 25 | 125 |

indicates program code of offering programme

Open Elective II

| Sr. No. | Subject Code | Subject |
|---------|--------------|-----------------------------------|
| 1 | 24CEU4O15T | Managerial Economics |
| 2 | 24MAU4O25T | Renewable Energy |
| 3 | 24ETU4O35T | Sustainable Development |
| 4 | 24CSU4O45T | Management Information Systems |
| 5 | 24ECU4O55T | Fundamentals of Digital Marketing |
| 6 | 24ITU4O65T | Cyber Laws |





WALCHAND INSTITUTE OF TECHNOLOGY, SOLAPUR Second Year B.Tech. Semester-IV

OPEN ELECTIVE-II (Offered by Department of Electronics Engineering) 24ECU4055T: FUNDAMENTALS OF DIGITAL MARKETING

| Teaching Scheme | | Examination Scheme | |
|-----------------|--------------|--------------------|----------|
| Lectures | 2 Hours/week | ESE | 60 Marks |
| Tutorial | 1 Hours/week | ISE | 40 Marks |
| Credits | 3 | ICA | 25 Marks |

Introduction:

Digital Marketing is the practice of promoting products, services, or brands using digital channels such as search engines, social media, email, and websites. In today's technology-driven world, it is essential for businesses to leverage digital marketing to reach a wider audience, engage customers, and drive sales. The need for digital marketing is underscored by the increasing shift of consumer behavior towards online platforms, making it a crucial component for business success and competitive advantage. This subject equips students with the necessary skills and knowledge to create, implement, and analyze effective digital marketing strategies.

Course Prerequisite:

Students should have a basic understanding of marketing principles and proficiency in using computers and the internet. Familiarity with social media platforms and fundamental concepts of web browsing is also recommended.

Course Objectives:

1. To introduce students to the fundamental concepts of digital marketing.
2. To provide a basic understanding of digital marketing channels and strategies.
3. To develop essential skills in creating and managing simple digital marketing campaigns.

Course Outcomes:

After completing this course, student will be able to –

1. Discuss the evolution, scope, and key digital marketing channels in comparison with traditional marketing.
2. Apply SEO principles to evaluate basic website structures and suggest improvements based on on-page and off-page techniques.
3. Develop simple content strategies and apply them across various social media platforms to improve brand engagement.
4. Analyze the effectiveness of basic email, advertising, and analytics tools in a digital marketing campaign while addressing ethical concerns.



| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-----------------|
| Unit – I | Introduction to Digital Marketing | 05 Hours |
| Definition and scope of digital marketing, Evolution of digital marketing, Traditional marketing vs. digital marketing, Overview of digital marketing channels (search engines, social media, email, content, youtube, etc.). | | |
| Unit – II | Website Design, UX/UI, and SEO Fundamentals | 06 Hours |
| Basics of website design and development, Importance of user experience (UX) and user interface (UI), Introduction to SEO (Search Engine Optimization). On-page SEO: keywords, meta tags, and content optimization. Off-page SEO: backlinks and social signals. | | |
| Unit – III | Content Marketing and Social Media Platforms | 07 Hours |
| Role of content in digital marketing, Types of digital content (blogs, videos, infographics, etc), Basics of content creation and planning, Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn), Basics of social media marketing. | | |
| Unit – IV | Email Marketing, Online Ads, and Digital Analytics | 05 Hours |
| Importance of email marketing, Popular Email Marketing Tools, Building and managing email lists, Creating basic email campaigns, Introduction to online advertising, Overview of Google Ads and social media ads, Basics of digital marketing analytics and KPIs, Introduction to Google Analytics, Emerging trends: Influencer marketing, video marketing, Ethical considerations in digital marketing. | | |
| <p>Internal Continuous Assessment:</p> <p>It should consist of 6 to 8 assignment/case studies/surveys on the topics mentions in the above syllabus. The outline of the possible assignments could be:</p> <ol style="list-style-type: none"> 1. Case studies of successful digital marketing campaigns OR Group discussions on the impact of digital marketing on businesses. 2. Hands-on session on creating a simple website using website builders (e.g., WordPress)&Basic SEO optimization exercises 3. Creating and managing social media profiles like writing a blog post. 4. Designing a simple email newsletter. 5. Group project on a current digital marketing trend. 6. Students must be encouraged to join and complete free online courses/certifications on Infosys Springboard, Google Digital Garage etc. | | |
| Text Books | | |
| <ol style="list-style-type: none"> 1. Digital Marketing All-in-One For Dummies, Published by: John Wiley & Sons. 2. Social MediaMarketingThe Next Generation ofBusinessEngagement, ByDave Evans& Jake Mckee, Weily Publishing House. 3. DigitalMarketingStrategy by Simon Kingsnorth, 2016 Publisher-Kogan Page Limited. 4. "Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation" by Damian Ryan, Publisher-Kogan Page Limited | | |



Reference Books

1. eMarketing: The essential guide to digital marketing By Rob Stokes, Publisher- Open Education Resources.
2. Content Marketing Handbook, Publication - Lifelong Learning Programme.

