

Subject Teacher : M. B. Mahir Tanzim, Instructor
Subject Name : Digital Marketing Technique
Subject Code : 28571
Technology : Computer
Semester : 7th
BTEB Text Book Name: **Digital Marketing Technique** (By Haque Publication)

Subject Aims:

The objective of this subject Digital Marketing Technique course is to equip students with comprehensive understanding of the key components and strategies essential for successful digital marketing.

Subject Outcome:

After Completing the subject, students will be able to:

1. Explain the procedure to create a Facebook page and YouTube channel.
2. Interpret technique of effective digital marketing campaign.
3. State The process to student online engagement.
4. Elucidate the mechanism to measure the outcome of online activities.

Learning Outcome (Practical)

After undergoing the subject, students will be able to:

1. Create Text Content Using AI.
2. Create an Image Using Canva.
3. Create a simple Video for Digital Marketing.
4. Demonstrate Keyword Research.
5. Create Facebook Page.
6. Create a YouTube Channel.
7. Create and Optimize a LinkedIn Profile.
8. Create a Google Ads Account.
9. Perform Email Marketing Campaign.

Class Timing Distribution	
Particulars	Time
Greeting with students	05 Minutes
Previous Class Review	05 Minutes
Present Class Topic Discussion and Lecture Delivery	30 Minutes
Present Class Topics Review	05 Minutes

Marks	Grade Point	Letter Grade	Marks	Grade Point	Letter Grade
80>	4.00	A+	55-59	2.75	B-
75-79	3.75	A	50-54	2.50	C+
70-74	3.50	A-	45-49	2.25	C
65-69	3.25	B+	40-44	2.00	D
60-64	3.00	B	0-39	0.00	F

Mark Distribution (for 150 Marks)			
Theory Marks-100		Practical Marks-50	
Midterm	20	PC	25
Class test	10	PF	25
Quiz test	10	-	-
Final	60	-	-
Total	100	Total	50

Lesson Plan throughout the Semester

Lecture	Chapter/ Exam / Industrial Visit	Learning Area	Learning Outcome	Class/Lab Supporting Equipments
01	<u>Chapter-1:</u> Introduction of Digital Marketing	1 Define Digital Marketing. 2 Mention the importance of Digital Marketing. 3 Differentiate between Digital Marketing and Traditional Marketing. 4 Describe Current Trends and Statistics in Digital marketing. 5 State key components of Digital Marketing. 6 Describe the Careers in Digital Marketing.	- Students will be able to define Digital Marketing and explain its significance in the modern business landscape. - Students will be able to differentiate between Digital and Traditional Marketing. - Students will be able to describe current trends and key components of Digital Marketing.	Lab Room, Computer with internet connection
02	<u>Chapter-2:</u> Content for Digital Marketing	1.1 Mention the Importance of Content in Digital Marketing 1.2 Mention the Different Types of Content. 1.3 Describe text, images, Videos, Infographics Content.	- Students will be able to explain the importance of content in Digital Marketing. - Students will be able to identify different types of digital content including text, images, and videos.	Lab Room, Computer with internet connection
03	<u>Chapter-2:</u> Content for Digital Marketing.	2.3 Describe text, images, Videos, Infographics Content. 2.4 Explain Strategies and tools of Content Creation.	- Students will be able to describe text, image, video, and infographic content formats. - Students will be able to apply strategies and tools for effective content creation.	Lab Room, Computer with internet connection

04	----Quiz Test-01----			
05	Chapter-3: Search Engine Optimization (SEO)	3.1 Define SEO. 3.2 Mention the Importance of SEO in Digital Marketing. 3.3 Explain Local and Global SEO.	- Students will be able to define SEO and explain its importance in Digital Marketing. - Students will be able to distinguish between Local and Global SEO.	Lab Room, Computer with internet connection
06	Chapter-3: Search Engine Optimization (SEO)	3.3 Explain Local and Global SEO.	Students will be able to explain Local and Global SEO strategies and their applications.	Lab Room, Computer with internet connection
07	Chapter-3: Search Engine Optimization (SEO)	3.3 Explain Local & E-commerce SEO.	Students will be able to explain Local and E-commerce SEO strategies.	Lab Room, Computer with internet connection
08	Chapter-3: Search Engine Optimization (SEO)	3.5 Explain On-page SEO Techniques. 3.6 Explain Off-page SEO Techniques.	Students will be able to apply On-page and Off-page SEO techniques to improve website visibility.	Lab Room, Computer with internet connection
09	----Class Test-01----			
10	Chapter-3: Search Engine Optimization (SEO)	3.8 Describe the uses of Google Search Console tools for website Performance 3.9 State the Uses of GA4 For Website Tracking	- Students will be able to use Google Search Console tools to monitor website performance. - Students will be able to use Google Analytics 4 (GA4) for website tracking and analysis.	Lab Room, Computer with internet connection
11	Chapter-3: Search Engine Optimization (SEO) (Review)	Review all subchapter.	Students will be able to review and consolidate all SEO concepts covered in Chapter 3.	Lab Room, Computer with internet connection

12	----Quiz Test-02----			
13	<u>Chapter-4:</u> Social Media Marketing (SMM)	4.1 Define Social Media Marketing. 4.2 Mention the Importance of SMM in Digital Marketing. 4.3 Explain Social Media Content Creation.	- Students will be able to define Social Media Marketing and explain its role in Digital Marketing. - Students will be able to create engaging social media content for digital marketing campaigns.	Lab Room, Computer with internet connection
14	<u>Chapter-5:</u> Facebook Marketing Strategies	5.1 State the Procedure to Create and Optimization of Facebook Page.	Students will be able to describe the procedure to create and optimize a Facebook Page for business.	Lab Room, Computer with internet connection
15	<u>Chapter-5:</u> Facebook Marketing Strategies	5.2 Describe the Procedure to Create and Optimization Facebook Group.	Students will be able to describe the procedure to create and optimize a Facebook Group.	Lab Room, Computer with internet connection
16	<u>Chapter-5:</u> Facebook Marketing Strategies	5.3 Explain Procedure to Create and Maintenance Facebook Ads and Campaign	Students will be able to explain the procedure to create and manage Facebook Ads and Campaigns.	Lab Room, Computer with internet connection
17	<u>Chapter-5:</u> Facebook Marketing Strategies	5.3 Explain Procedure to Create and Maintenance Facebook Ads and Campaign	Students will be able to plan and maintain effective Facebook Ads campaigns for target audiences.	Lab Room, Computer with internet connection
18	----Class Test-02----			
19	<u>Chapter-6:</u> YouTube Marketing Strategies	6.1 State the Procedure to Create and Optimization of YouTube Channel	Students will be able to describe the procedure to create and optimize a YouTube Channel.	Lab Room, Computer with internet connection

20	<u>Chapter-6:</u> YouTube Marketing Strategies	6.2 Describe the process to Upload Video According to YouTube Guideline	Students will be able to upload videos on YouTube following YouTube's community guidelines.	Lab Room, Computer with internet connection
21	<u>Chapter-6:</u> YouTube Marketing Strategies	6.3 Explain the technique to Optimize Video for Better View and User Experience.	Students will be able to apply techniques to optimize videos for better views and user experience.	Lab Room, Computer with internet connection
22	<u>Chapter-6:</u> YouTube Marketing Strategies	6.4 Explain the procedure to Video Marketing on Youtube.	Students will be able to explain the procedure to conduct video marketing on YouTube.	Lab Room, Computer with internet connection
23	----Quiz Test-03----			
24	<u>Chapter-7:</u> LinkedIn Marketing Strategies	7.1 State the Procedure to Create and Optimization of LinkedIn Profile.	Students will be able to create and optimize a professional LinkedIn Profile.	Lab Room, Computer with internet connection
25	<u>Chapter-7:</u> LinkedIn Marketing Strategies	7.2 State the Procedure to Create and Optimization of LinkedIn Company Page.	Students will be able to create and optimize a LinkedIn Company Page for business promotion.	Lab Room, Computer with internet connection
26	<u>Chapter-7:</u> LinkedIn Marketing Strategies	7.3 Explain Professional Networking on LinkedIn.	Students will be able to engage in professional networking on LinkedIn to build business connections.	Lab Room, Computer with internet connection
27	<u>Chapter-8:</u> Search Engine Marketing (SEM)	8.1 Define SEM. 8.2 Differentiate between SEO and SEM.	Students will be able to define SEM and differentiate it from SEO.	Lab Room, Computer with internet connection
28	----Class Test-03----			
29	<u>Chapter-8:</u> Search Engine Marketing (SEM)	8.3 Describe Google Ads Overview. 8.4 Explain Types of Google Ads.	Students will be able to describe Google Ads and	Lab Room, Computer with internet connection

			explain the different types of Google Ads campaigns.	
30	<u>Chapter-9:</u> Email & Tele Marketing	9.1 Define Email Marketing. 9.2 Mention the Importance of Email Marketing in Digital Marketing 9.3 Describe Email Marketing Tools and Platforms. 9.4 State Telemarketing.	- Students will be able to define Email Marketing and explain its importance in Digital Marketing. - Students will be able to describe Email Marketing tools, platforms, and Telemarketing concepts.	Lab Room, Computer with internet connection
31	<u>Chapter-9:</u> Email & Tele Marketing	9.4 State Telemarketing. 9.5 Mention the Importance of Telemarketing in Digital Marketing. 9.6 Describe the Telemarketing Strategies	Students will be able to explain Telemarketing strategies and their importance in Digital Marketing.	Lab Room, Computer with internet connection
32	----Quiz Test-04----			
33	<u>Chapter-10:</u> Ethics in Digital Marketing	10.1 Define Ethics of Digital Marketing. 10.2 State the Importance of Ethics in Digital Marketing. 10.3 Mention Common Ethical Issues in Digital Marketing. 10.4 Describe Ethical Guidelines for Creating Content. 10.5 State the ICT policy in Bangladesh. 10.6 Mention International Organization of Ethics of Digital Marketing.	- Students will be able to define digital marketing ethics and identify common ethical issues. - Students will be able to describe ethical guidelines for content creation and state ICT policies in Bangladesh. - Students will be able to mention international organizations that regulate digital marketing ethics.	Lab Room, Computer with internet connection
34	----Class Test-04----			

