

Subject Code	Subject Name	Period per Week		Credit
28571	Digital Marketing Technique	T	P	C
		2	3	3

Rationale	The objective of this subject Digital Marketing Techniques course is to equip students with a comprehensive understanding of the key components and strategies essential for successful digital marketing.
Learning Outcome (Theoretical)	After undergoing the subject, students will be able to: 1. Explain the procedure to create Facebook page and YouTube channel. 2. Interpret technique of effective digital marketing campaigns. 3. State the process to student online engagement. 4. Explain the creation of branding. 5. 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 Profile Backlinks 6. Create Facebook Page 7. Create a YouTube Channel 8. Create and optimize a LinkedIn Profile 9. Create a Google Ads Account 10. Perform Email Marketing Campaign

Detailed Syllabus (Theory)

Unit	Topics with Contents	Class (1 Period)	Final Marks
1	Introduction of Digital Marketing 1.1. Define Digital Marketing 1.2. Mention the Importance of Digital Marketing. 1.3. Differentiate between Digital Marketing and Traditional Marketing. 1.4. Describe Current Trends and Statistics in Digital Marketing. 1.5. State Key Components of Digital Marketing. 1.6. Describe the Careers in Digital Marketing.	1	3
2	Content for Digital Marketing 2.1 Mention the Importance of Content in Digital Marketing. 2.2 Mention the different types of Content. 2.3 Describe Text, Images, Videos, Infographics content. 2.4 Explain Strategies & Tools of Content Creation.	2	5
3	Search Engine Optimization (SEO) 3.1 Define SEO. 3.2 Mention the Importance of SEO in Digital Marketing. 3.3 Explain Local & E-commerce SEO. 3.4 Describe Keyword Research and Optimization. 3.5 Explain On-page SEO Techniques. 3.6 Explain Off-page SEO Techniques. 3.7 Explain Technical SEO Techniques. 3.8 Describe the uses of Google Search Console tools for website Performance 3.9 State the Uses Of GA4 For Website Tracking	10	15
4	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.	1	3
5	Facebook Marketing Strategies 5.1 State the Procedure to Create and Optimization of Facebook Page. 5.2 Describe the Procedure to Create and Optimization Facebook Group. 5.3 Explain Procedure to Create and Maintenance Facebook Ads and Campaigns.	5	10
6	YouTube Marketing Strategies 6.1 State the Procedure to Create and Optimization Of YouTube Channel. 6.2 Describe the process to Upload Video According to YouTube Guideline 6.3 Explain the technique to Optimize Video for Better View and User Experience. 6.4 Explain the procedure to Video Marketing on Youtube.	5	5
7	LinkedIn Marketing Strategies 7.1 State the Procedure to Create and Optimization of LinkedIn Profile. 7.2 State the Procedure to Create and Optimization of LinkedIn Company Page. 7.3 Explain Professional Networking on LinkedIn.	3	5

8	Search Engine Marketing (SEM)		
	8.1 Define SEM.		
	8.2 Differentiate between SEO and SEM.		
	8.3 Describe Google Ads Overview.		
	8.4 Explain Types of Google Ads.		
9	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.		
	9.5 Mention the Importance of Telemarketing in Digital Marketing.		
	9.6 Describe the Telemarketing Strategies.		
10	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.		
	Total	32	60

DETAILED SYLLABUS (PRACTICAL)

SL.	EXPERIMENT NAME WITH WORKING PROCEDURE	Class (3 Period)	Marks (Continuous)
1	Create Text Content Using AI		
	1. Choose a specific topic for the content.		
	2. Access the AI interface on OpenAI's website or platform.		
	3. Enter a detailed prompt specifying the topic and desired length of the text content.		
	4. Read through the AI-generated text for accuracy and relevance.		
	5. Make necessary edits to improve clarity, grammar, and coherence.		
	6. Save the final text content in a word processor or content management system.		
2	Create an Image Using Canva or any other tools		
	1. Determine the purpose and size of the image (e.g., blog header, social media post).		
	2. Open Canva and log in or sign up for an account.		
	4. Choose a template that suits your needs or start with a blank canvas.		
	5. Customize design		
	6. Check the overall design for consistency and balance.		
	7. Download the image in the desired format (e.g., PNG, JPG).		
3	Create a simple Video for Digital Marketing		
	1. Pick a video topic relevant to your brand and target audience		
	2. Make it short and engaging, ideally under 1 minute.		
	3. Collect smartphone camera, video recording app, props, visuals, background elements.		

	4. Prepare video with ensuring good lighting and clear audio, shoot in landscape mode. 5. Edit your video using free editing tools to trim clips, add music/text. 6. Optimize your video with a clear title and sub-title.		
4	Demonstrate Keyword Research 1. Determine the primary goal for the keyword research 2. Identify blog content, product page and services. 3. Identify initial seed keywords relevant the topic or business based on the Brainstorm. 4. Apply Keyword Research Tools. 5. Analyze keywords and its competition. 6. Create a keyword research document or spreadsheet to organize your target keywords.	2	2
5	Create Profile Backlinks 1. Analyze high-authority websites, directories, and forums related on profile creation 2. Collect necessary information regarding business or personal brand. 3. Register for accounts on the identified websites. 4. Complete profiles 5. Optimize profiles for better visibility and engagement	2	2
6	Create Facebook Page 1. Visit the Facebook URL: www.facebook.com 2. Create a new account. 3. Sign in to Facebook. 4. Navigate to the "Pages" section and click "Create New Page" 5. Enter the company's name, category, and a brief description 6. Upload a profile picture (e.g., company logo) and a cover photo that represents the brand 7. Add business details such as contact information, address, and website URL 8. Create a username for the page (e.g., @CompanyName) 9. Add a call-to-action (CTA) button (e.g., "Contact Us," "Shop Now") 10. Post a welcome message and pin it to the top of the page 11. Invite friends and customers to like and follow the page	2	2
7	Create a YouTube Channel 1. Sign in to YouTube with your Google account. 2. Create a new channel with a clear, brand-focused name. 3. Upload a high-quality logo for your profile picture. 4. Design a visually appealing banner image for your channel. 5. Write a compelling description summarizing your content (max 1000 characters). 6. Include relevant links to your website or social media profiles. 7. Optimize video uploads with titles, descriptions, thumbnails, and tags. 8. Customize your channel layout, create playlists, and explore sections. 9. Promote your channel on social media, your website, or through ads.	1	2
8	Create and optimize a LinkedIn Profile 1. Sign in to LinkedIn with your existing account or create a new one.	2	4

	- Click "Me" and select "View profile" or "Create profile." - Enter your current job title, company, and location. - Upload a professional headshot for your profile picture. - Craft a compelling headline that summarizes your expertise. - Write a detailed summary highlighting your skills and experience. - Add your past work experiences, including company names, job titles, and dates. - List your educational background with institutions, degrees, and years of attendance. - Include relevant skills and expertise, using keywords from your industry. - Add volunteer work, certifications, or projects to showcase your well-roundedness.		
9	Create a Google Ads account - Sign in to your Google account or create a new one. - Visit Google Ads platform and click "Start Now." - Enter your business name, website URL (if available), and a brief description. - Select your advertising goals (e.g., website traffic, leads, sales). - Set your daily or campaign budget. - Choose your target audience demographics and interests. - Craft compelling Ads copy and select visuals. - Review your campaign details and confirm payment information.	1	2
10	Conduct Email Marketing Campaign - Set your target for email marketing. - Choose an email marketing platform based on needs. - Grow your email list by encouraging website visitors, social media followers, or existing customers to subscribe. - Group subscribers based on interests or demographics to personalize emails. - Write clear, concise, and valuable emails that resonate with your audience. - Design visually appealing emails using templates, images, and CTAs (calls to action). - Schedule and send campaigns at optimal times. - Track email open rates, click-through rates, and conversions to measure success.	2	4
	Total	16	25

Recommended Books:

SL	Book Name	Writer Name	Publisher Name & Edition
1	Digital Marketing Essentials	by Larson and Draper	Stukent, Incorporated
2	Advanced Digital Marketing Strategies	by Jones and Smith	
3	Online resources: HubSpot Academy, Google Digital Garage, industry reports and case studies		

WEBSITE REFERENCES:

SL	Web Link
1	Digital Marketing Tutorial - Java point
2	Digital Marketing Tutorial (tutorialspoint.com)
3	Best Digital Marketing Courses Online with Certificates [2024] Coursera
4	What Is Digital Marketing? Types, Strategies & Best Practices – Forbes Advisor
5	Digital marketing - Search Videos (bing.com)