

Programme Code:	B.com E-commerce			Programme Title:	Bachelor of Commerce with E-Commerce	
Course Code:	22UEC5VA			Title	Batch:	2022-2025
Lecture Hrs./Week or Practical Hrs./Week	1	Tutorial Hrs./Sem.	-	Web Advertising	Semester:	V
					Credits:	2

Course Objective

Online advertising is a data-driven, targeted marketing activity conducted through digital platforms. It can be customized; allowing businesses to reach more specific audiences that have a higher chance of engaging with products and services.

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To know the difference between traditional advertising vs web advertising	K1
CO2	To impart the knowledge on how to reach the consumers at the right time and in the right place in order to meet their needs.	K2
CO3	To enrich the students knowledge in Internet advertising because it offers a world of opportunity for every type of business.	K3
CO4	To analyze the various Online advertisements	K4
CO5	To evaluate the internet advertising in various domains.	K5

K1-Remember; K2- Understanding; K3- Apply; K4-Analyze; K5- Evaluate

Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	H	H
CO2	H	M	H	H	H
CO3	M	H	H	M	M
CO4	M	H	H	M	H
CO5	H	H	H	H	M

H-High; M-Medium; L-Low

Units	Content	Hrs
Unit I	Web advertising Web advertising-Definition- Concept -Overview-History-Features-Characteristics-Functions-importance of web advertising- advantage and disadvantage of web advertising -Web advertising vs Traditional advertising-blogs, banners and forums in digital marketing-do's and don'ts of blogs, banners and forums.	10
Unit II	Web Advertising Strategies Types of web Advertising- advantages and disadvantages- Digital Advertising Challenges -Web advertising Strategies- Methods with example - Growing ethical issues in online marketing -Mobile Ad Platforms for Digital Marketers - E-commerce Management-Online reputation management (ORM)	10
Unit III	Web Advertising Impact Impact of web advertising- Laws governing online advertisement-Advertising sales and delivery models-Search engine marketing (SEM)-Video ads and email ads -Website Planning and Creation-Search Engine Optimization (SEO)-Search Engine Marketing-Social Media Marketing-Content Marketing & Strategy -Web Analytics - Digital Media Planning and Buying.	10
Total Contact Hrs		30

Pedagogy

Direct Instruction, Flipped Class, Digital Presentation

Assessment Methods

Seminar, Power Point Presentation, Chalk and talk, Quiz, Assignments.

Text Book

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	P.P.Singh & Sandhir Sharma	Web Advertising and Online Marketing	Pearson Education	2020

Reference Books

AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
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erry Marshall, ke Rhodes, yan Todd	Ultimate Guide to Google Ads	arson India	2020
exa Fox, and dy Strauss	E- Marketing	Routledge	2018
ema Gupta	Digital Marketing	McGraw Hill Education (India) Private Ltd	2018
otler	Digital Marketing: 4.0 Moving from Traditional to Digital	Pearson India	2017
ario Pricken	Creative Advertising : ideas and techniques from the worlds best campaigns	Koganpage	2016

Weblinks

[/en.wikipedia.org/wiki/Main_Page](https://en.wikipedia.org/wiki/Main_Page)
[/intellipaat.com/blog/traditional-marketing-vs-digital-marketing/](https://intellipaat.com/blog/traditional-marketing-vs-digital-marketing/)
https://www.tutorialspoint.com/online_marketing/blogs_banners_and_forums.htm
<https://www.webfx.com/digital-marketing/learn/best-online-advertising-strategies/>
<https://study.com/academy/lesson/online-advertising-strategy-examples-methods.html>
<https://smallbusiness.chron.com/truth-advertisements-airbrushing-34031.html>
<https://www.optimizely.com/optimization-glossary/search-engine-marketing/>
<https://magenest.com/en/website-planning/>

Course Objective

The courses familiarize students with an understanding of multiple factors in adoption and usage of mobile commerce services and ascertains the awareness of emerging trends and development in mobile commerce for technopreneurs.

Course Outcomes (CO)

K1	CO1	To know the applications and technologies in M-Commerce
K2	CO2	To impart the knowledge on M-Commerce Services, Security and Applications
K3	CO3	To enrich the students knowledge in Mobile app Technology

WEB ADVERTISING

Unit 1

Web advertising

Web advertising-Definition- Concept -Overview-History-Features-Characteristics-Functions- importance of web advertising-Web advertising vs Traditional advertising-blogs, banners and forums in digital marketing-do's and don'ts of blogs, banners and forums

Unit 2

Web Advertising Strategies

Types of web Advertising-Web advertising Strategies-Methods with example- Digital Advertising Challenges - Mobile Ad Platforms for Digital Marketers-Attitude towards online advertising - e-commerce Management-onlinereputation manageme

Unit 3

Web Advertising Impact

Impact of web advertising- Security concerns and regulation-Advertising sales and delivery models-Search Engine marketing (SEM)-Video ads and email ads -Website Planning and Creation-Search Engine Optimization (SEO)-Search Engine Marketing-Social Media Marketing-Content Marketing & Strategy -Web Analytics - Digital Media Planning and Buying.

Seminar & Assignment

Books for Study:

- E-Marketing, Judy Strauss and Raymond Frost, Prentice Hall, 6th Edition, 2013
- Internet Marketing: Integrating Online and Offline Strategies. M. L. Roberts and Debra Zahay, 3rd edition, Cengage Publishing, 2013
- Digital Marketing: Strategy, Implementation and Practice, Chaffey D., Ellis-Chadwick, 5th Edition, F., Pearson, 2012.

Books for Reference:

- The Essential Guide to Online Marketing, Rob Strokes, Quirk, ISBN: 9781936126323
- The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, David Meerman Scott, 2nd Edition, Jan 2010
- E-Commerce: An Indian Perspective, P. T. Joseph, Prentice Hall, 4th Edition, 2013
- Electronic Commerce: A Simplified Approach, Munesh Chandra Trivedi, Jaico Publishing House, 2011.

Weblinks

https://en.wikipedia.org/wiki/Main_Page

<https://intellipaat.com/blog/traditional-marketing-vs-digital-marketing/>

https://www.tutorialspoint.com/online_marketing/blogs_banners_and_forums.htm<https://www.webfx.com/digital-advertising/learn/best-online-advertising-strategies/>

<https://study.com/academy/lesson/online-advertising-strategy-examples-methods.html>

<https://smallbusiness.chron.com/truth-advertisements-airbrushing-34031.html>

<https://www.optimizely.com/optimization-glossary/search-engine-marketing/>

<https://magenest.com/en/website-planning/>

Mapping

PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	H	S
CO2	H	M	H	S	H
CO3	M	S	H	M	M
CO4	M	H	H	M	H

Course Designed by	Verified by HoD	Checked by	Approved by
Name and Signature	Name and Signature	CDC	COE
Name: Dr.R.Vidwakalyani for M.V.I.TS Signature	Name: Dr.M.V.Sathiyabama M.V.I.TS Signature	Name: Thiru.K.Sirniyasam Signature	Name: Dr.R.Muthukumar Dr. R. MUTHUKUMARAN, M.A., M.Phil., B.Ed., Ph.D., PRINCIPAL

S-Strong; H-High; M-Medium; L-Low

N.G.M. College, Pollachi - 642 001
Coimbatore District

