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MCOM CA **2018-2019**

	DIGITAL MARKETING	**Semester – IV**
18CCP411	**(Practical)**	**4H – 2C**

Instruction Hours / week L:0 T: 0 P : 4 **Marks: Internal: 40 External: 60 Total: 100**
End Semester Exam: 3 Hours

COURSE OBJECTIVES:

To make the students

1. To understand use of digital marketing tools
2. To design web page using word press
3. To understand the linkage of digital marketing and analytics

COURSEOUTCOMES:

Learners should be able to

1. Understand use of digital marketing tools
2. Design web page using word press
3. Understand the linkage of digital marketing and analytics
4. Exhibit communication skills to communicate orally and in written

1. Design a wep page using a word press
2. Design an add in Instragram to market a product / Service
3. Design a facebook page for marketing a product / service
4. Upload a you tube video on marketing a social cause
5. Design a web page for marketing a social cause (Energy conservation / water conservation)
6. Design a facebook page for creating awareness on global warming
7. Design a webpage using Word press plugins and widgets to market Indian culture / Heritage
8. Perform a GOOGLE ADWORD search on "COMMERCE" / "DIGITAL" or any key word and write your finding.
9. Procedure for the search engine optimization and its application
10. Twitter and Linked in as a tool to support digital marketing – Write your views and understanding.

SUGGESTED READINGS:

1. Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. Puneet Singh Bhatia(2017), Fundamentals of Digital Marketing, Pearson Education, New Delhi.
3. Abhishek Das(2018), Applications of Digital Marketing for Success in Business, 1st edition, BPB Publications, New Delhi
4. Dishek J. J. Mankad(2018), Understanding digital marketing, BPB Publications
5. Vandana Ahuja (2015), Digital Marketing, Oxford University Press, New Delhi.
6. Sarah McHarry(2013), Wordpress To Go, Createspace Independent Pub
7. Karol Krol(2017),WordPress Complete - Sixth Edition, Packt Publishing Limited

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Exercise 1

A Web Page using WordPress.

Aim

To create A Web page using WordPress.

Algorithm:

1. Search Creating a Webpage using Wordpress in Google Search Engine.
2. Select wordpress.com
3. Click on Start your website
4. Click Continue with Google
5. Enter username and password. Click Continue.
6. Select business from the list of sites you want to build.
7. Enter the name of business your business comes under. Enter Restaurant. Click Continue
8. Type the name of the business you intend to start. Give Sashi's Meet and Eat. The websites view will be displayed with the name of your business.
9. Continue to buy the domain and complete the payment procedure.
10. The website is now created.

Result:

The website Sashi's Meet and Eat has been created using Wordpress Successfully.

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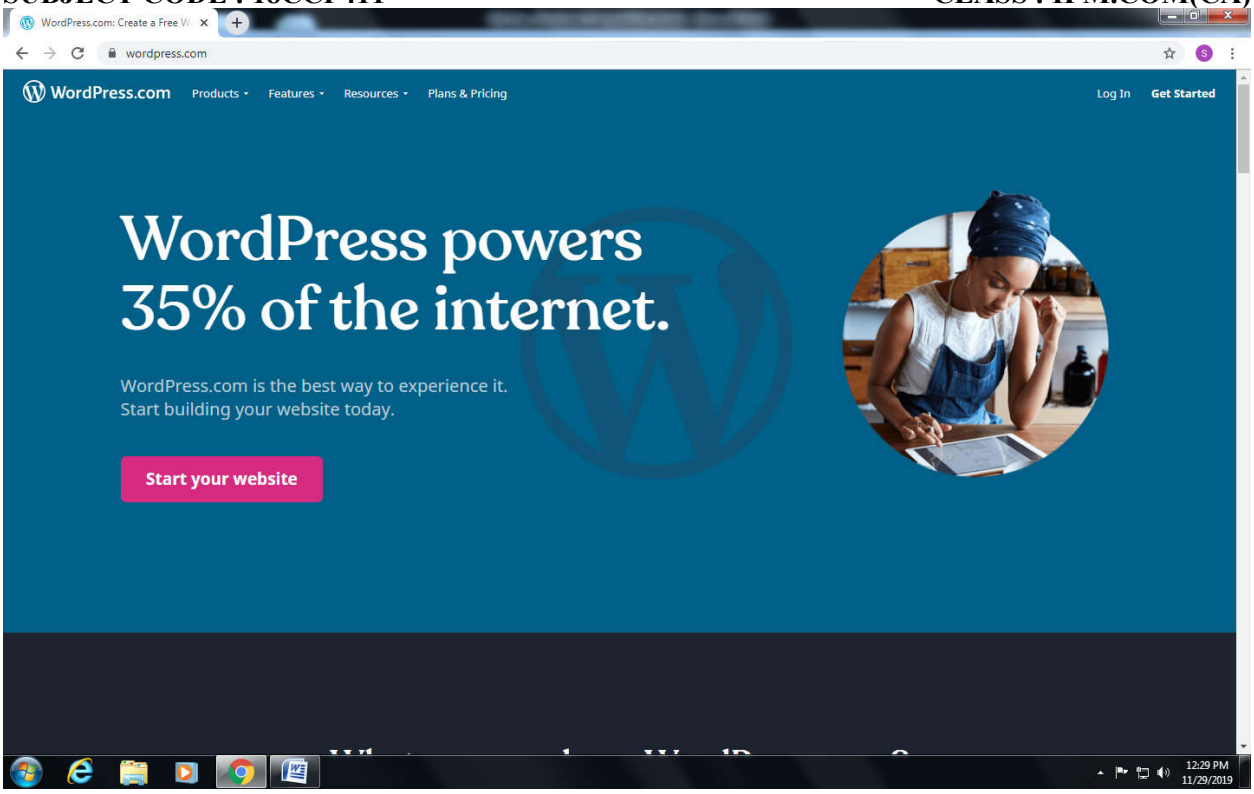

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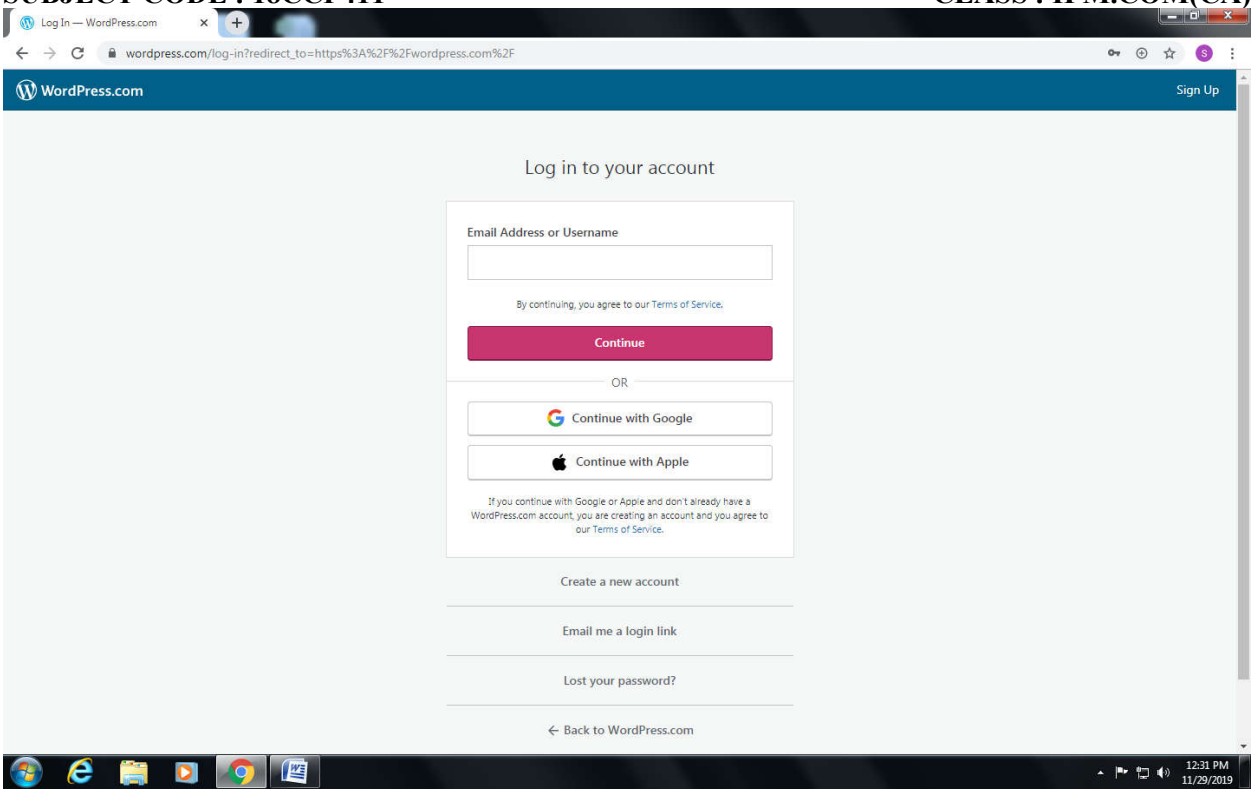

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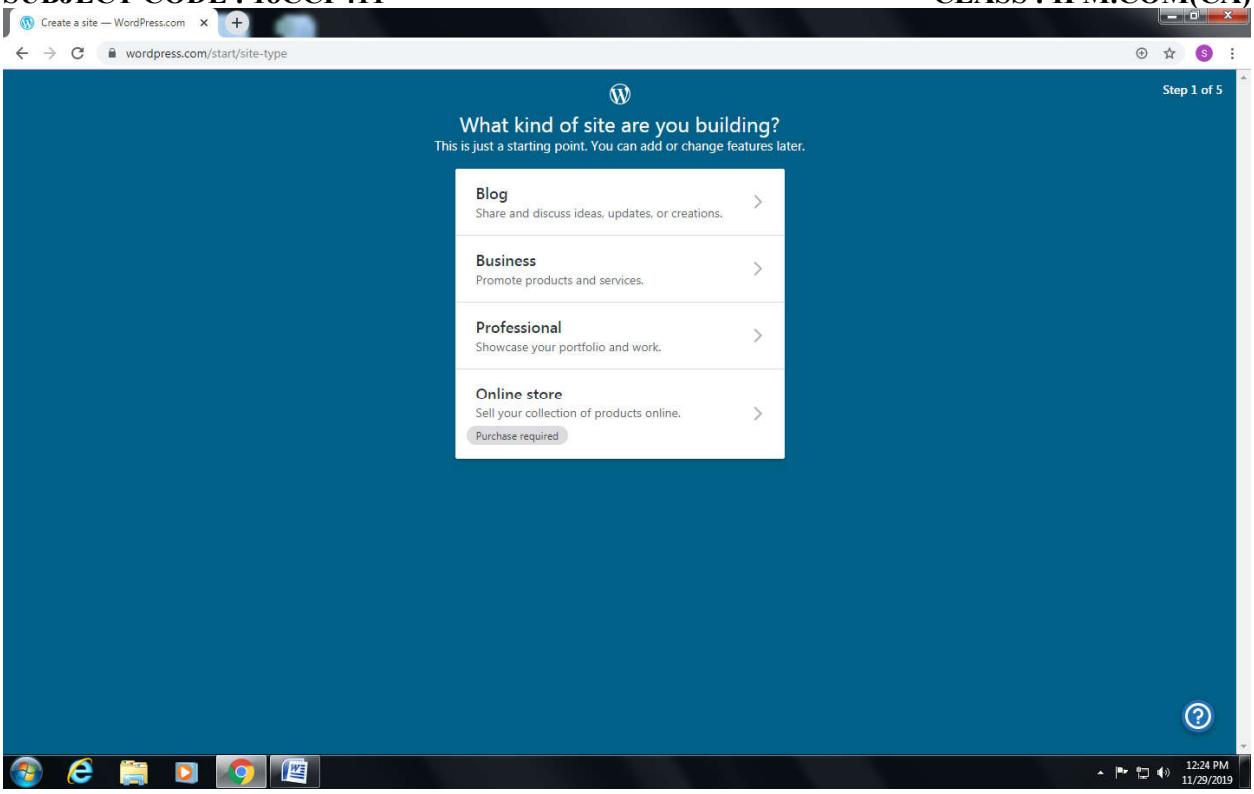

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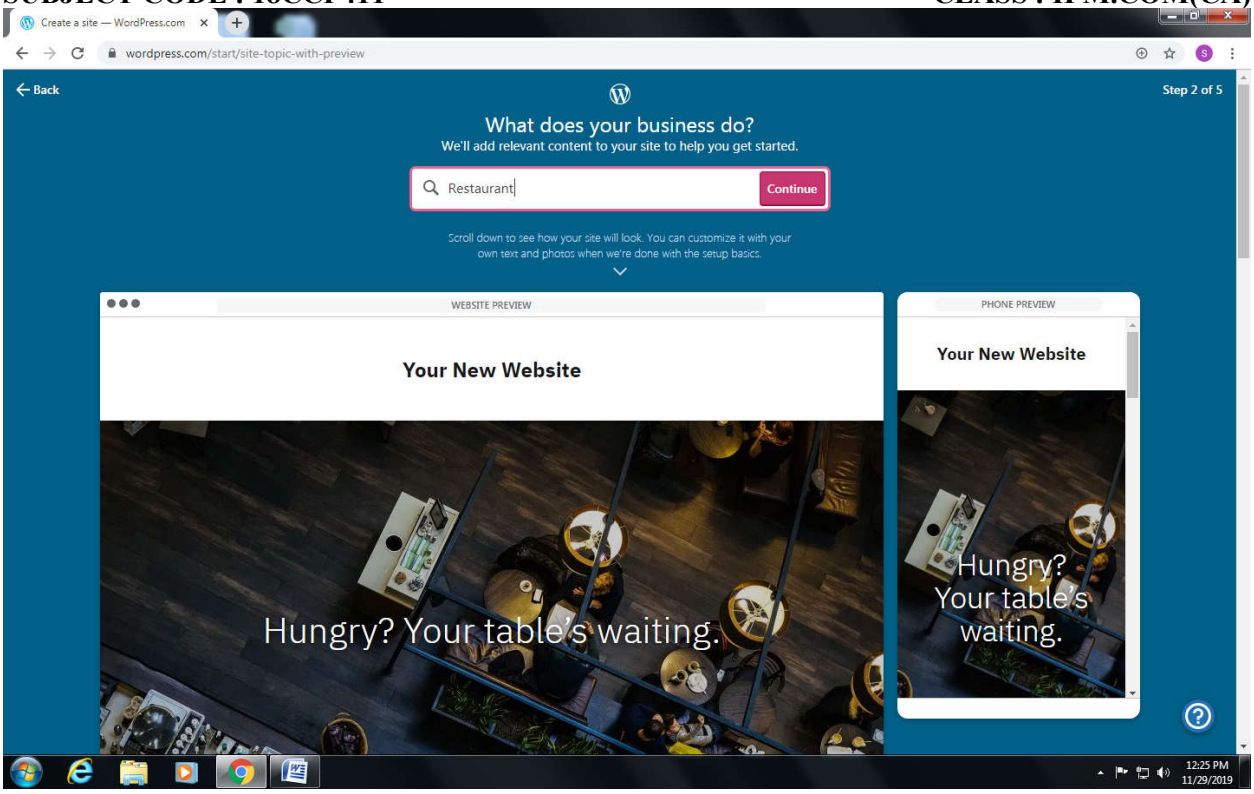

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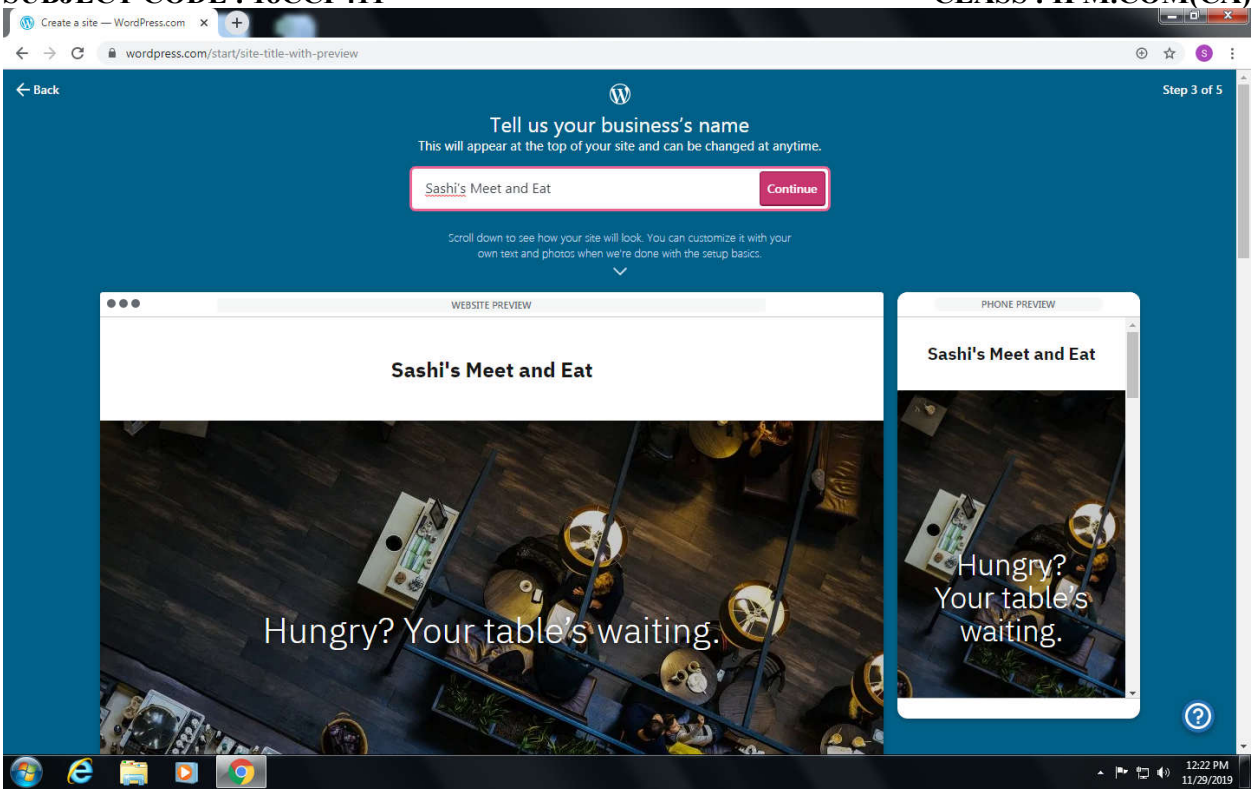

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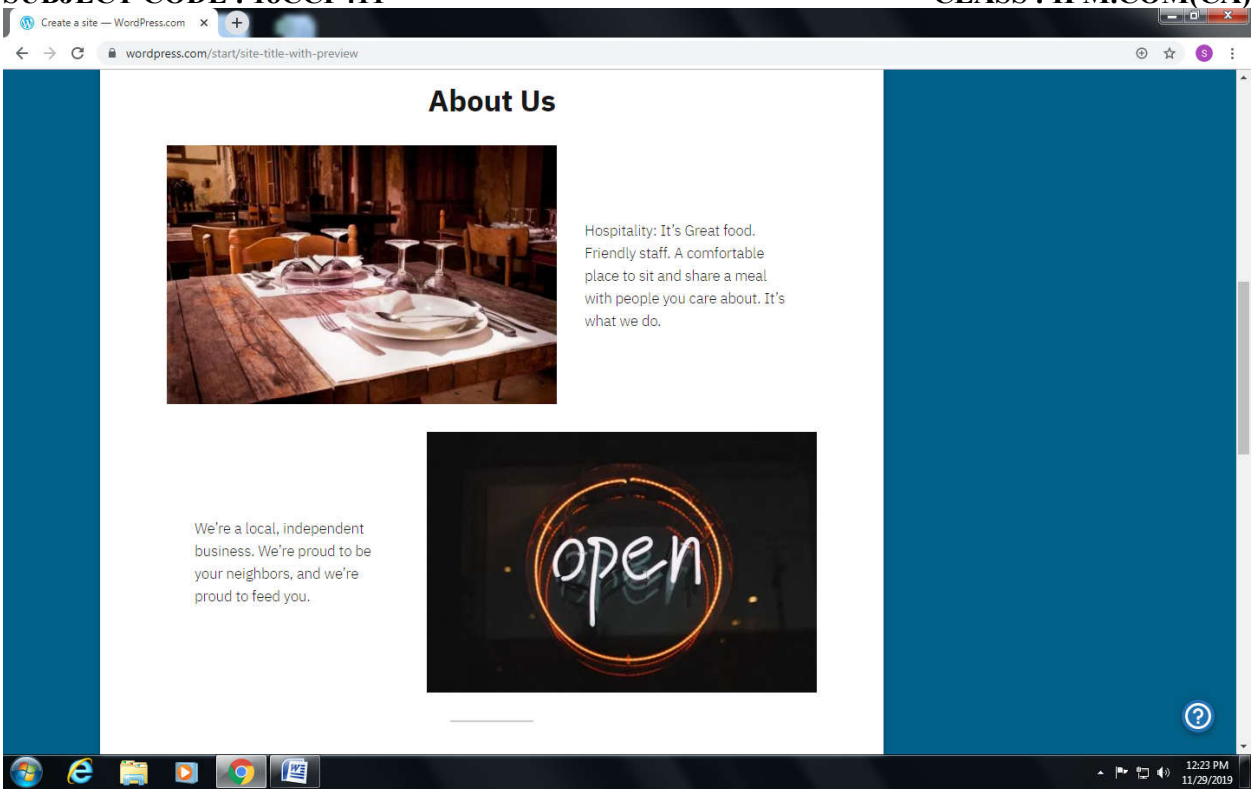

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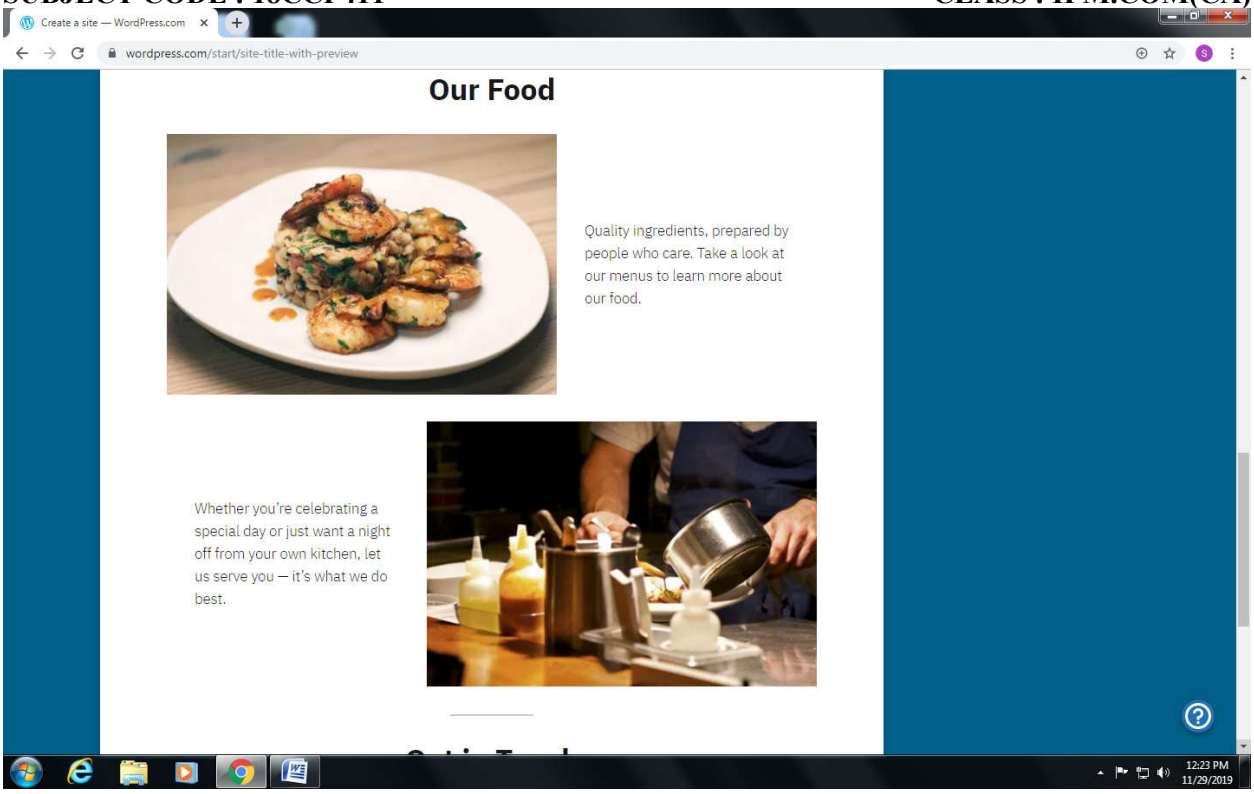

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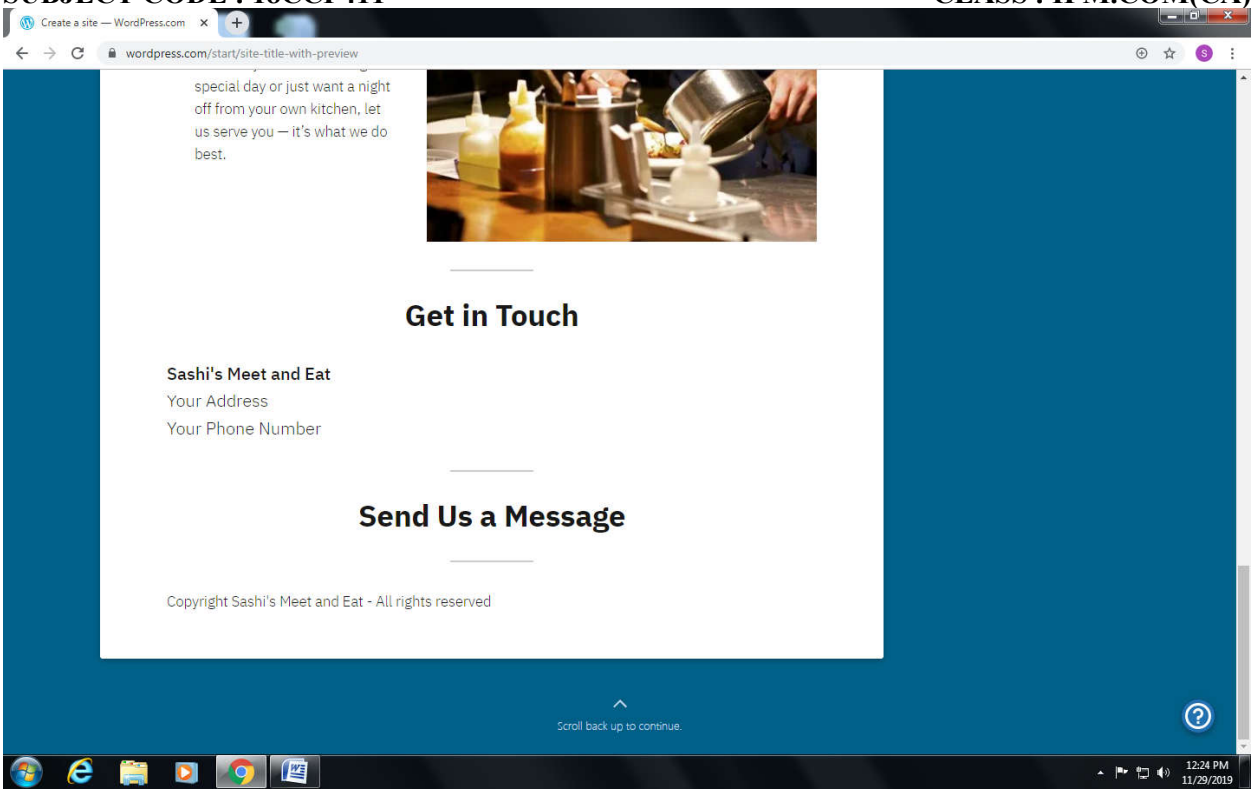

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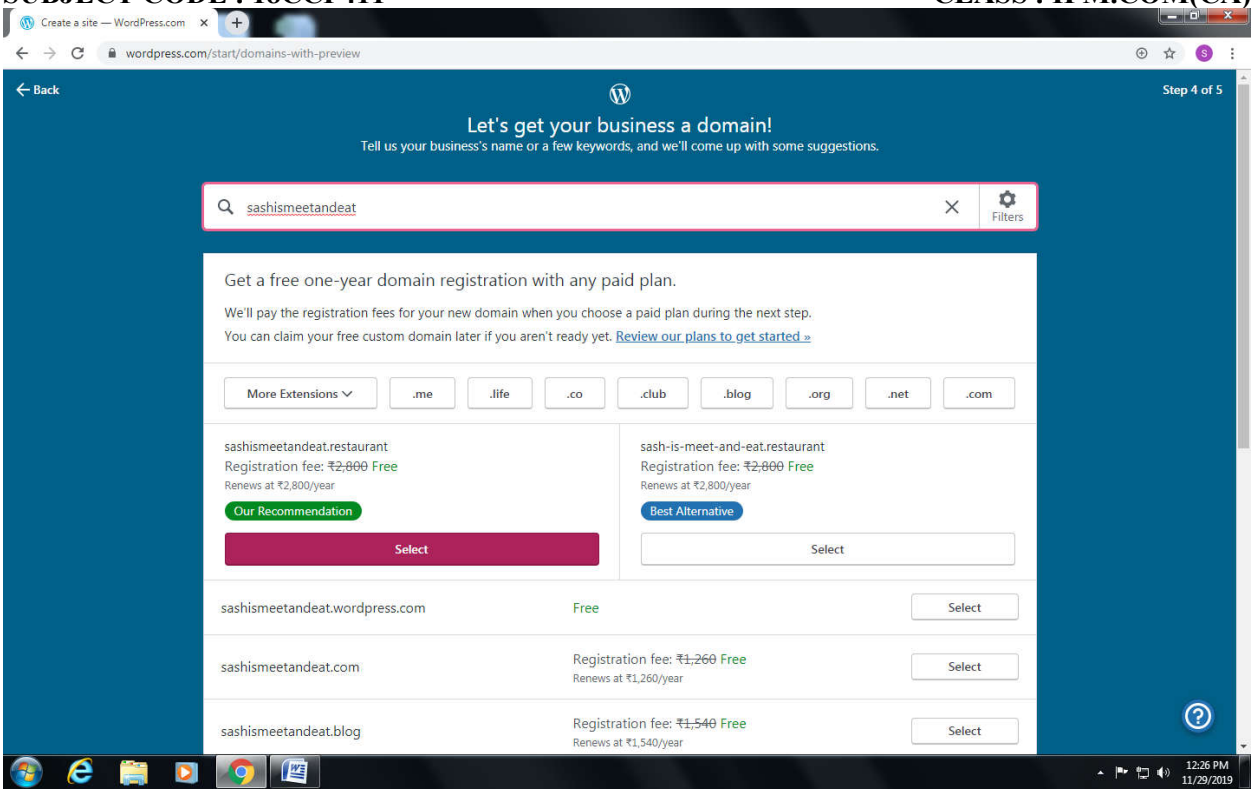

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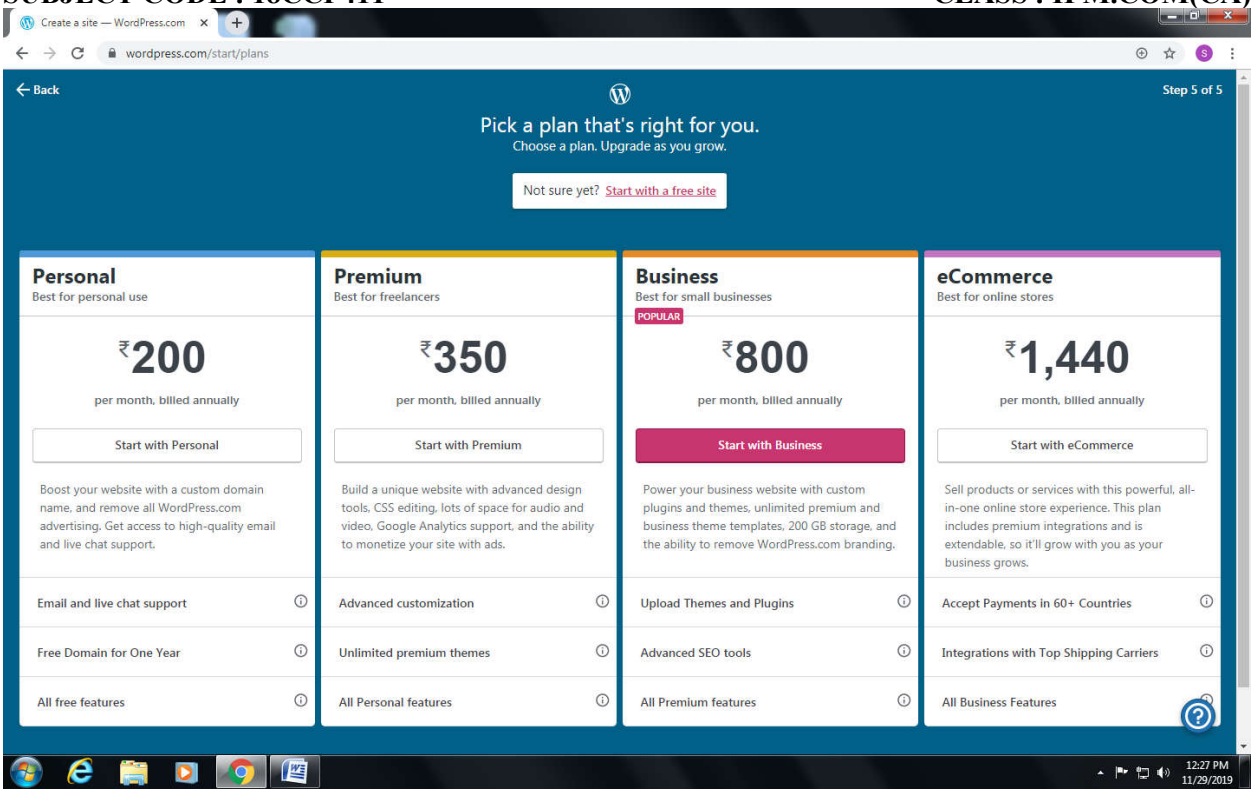

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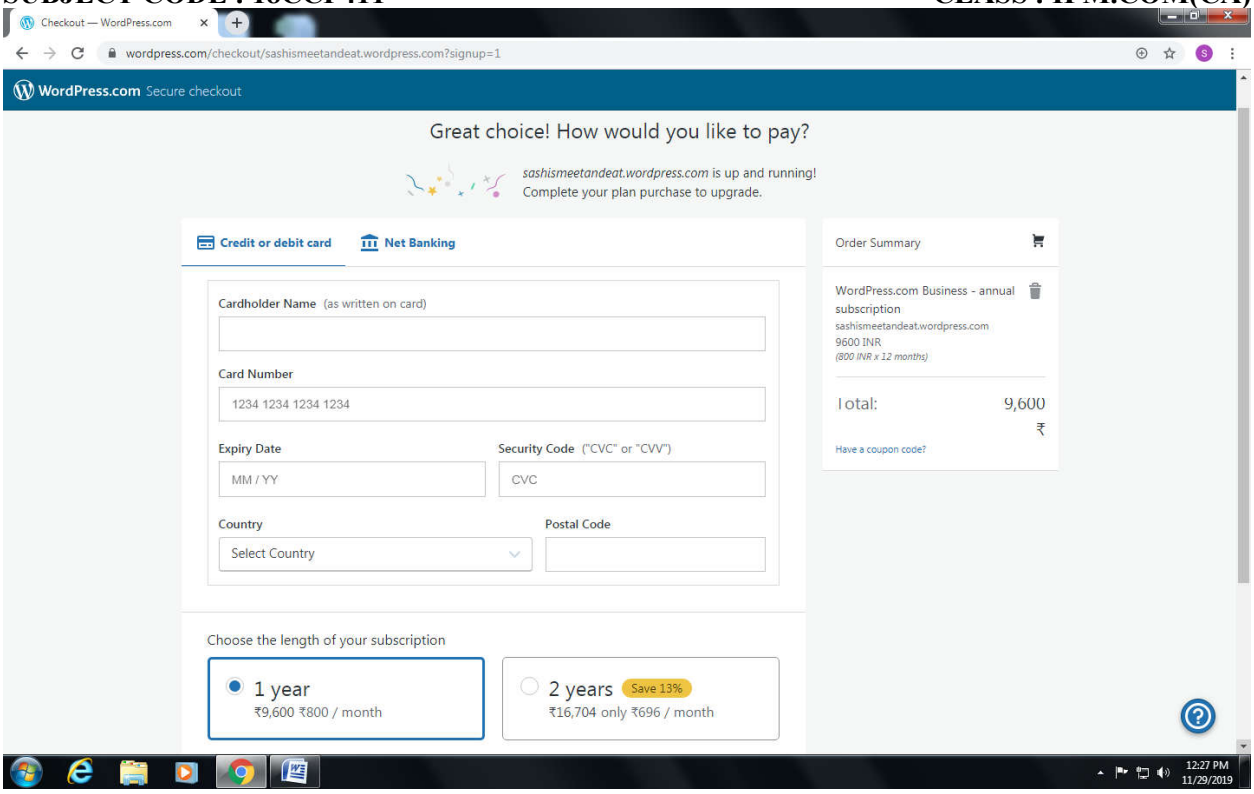

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Exercise 2

Designing an Ad on Instagram.

Aim:

To design an ad in Instagram to market a Service.

Algorithm:

Step 1: Go to **Ads** Manager.
Step 2: Select **Create**.
Step 3: Choose an objective that supports **Instagram** as an **ad** placement.
Step 4: Select Continue.
Step 5: Fill in the details for your **ad** set.
Step 6: At the placements section, you can select Edit placements and select **Instagram** to have your **ads** appear on **Instagram**. ...
Step 7: Select Continue.
Step 8: The add is now created.

Result: The Add on Instagram has been designed successfully.

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Prepared By Dr.Sashikala V., Assistant Professor, Department of Management.

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Creating A Webpage on Water Conservation

Aim:

To create a web page on Water conservation using HTML.

Procedure:

Step 1: Open Notepad.

Step 2: Write the HTML Codings to create a webpage.

Step 3: Use the tags for changing alignment, numbering, font style, font size, background color, inserting links, images etc.

Step 4: Complete the codings and save the document as Waterconservation.html on a new folder on the desktop containing the related images used for the webpage.

Step 5: Close the notepad.

Step 6: Open the file Waterconservation.html on the web browser.

Step 7: The page is now displayed.

Result:

The webpage on water conservation using HTML is successfully designed.

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HTML Codings

```
<html>

<head><title>Water Conservation</title>

<h1>Water Conservation</h1>

<img src="image1.jpg" width="150" height="150">

</head>

<body bgcolor="0,275,0">

<p style="font-size:300%;color:red;font-family:verdana;text-align:center;"> The need of Today<br></p>

<p style="font-size:300%;text-align:center;background-color:DodgerBlue;">WATER</p>

<p style="color:red;font-family:courier;font-size:200%;">

Do you know - Every drop of Water counts for tomorrow.

</style> </p>

<ul><h3>How to Conserve Water</h3>

<img src="image2.jpg" width="100" height="100">

<li>Always turn taps off tightly so they do not drip.</li>

<li>Promptly repair any leaks in and around your taps.</li>

<li>Use an aerator and/or a water flow-reducer attachment on your tap to reduce your water usage.</li>

<li>When hand-washing dishes, never run water continuously.</li>
```

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If you have an electric dishwasher, use it only to wash full loads, and use the shortest

cycle possible.

When brushing your teeth, turn the water off while you are actually brushing.

Use short bursts of water for cleaning your brush. This saves about 80% of the water normally used.

When washing or shaving, partially fill the sink and use that water rather

than running the tap continuously. This saves about 60% of the water normally used.

Use short bursts of water to clean razors.

Use either low-flow shower heads or adjustable flow-reducer devices on your

shower heads.

You can reduce water usage by 40% to 50% by installing low-flush toilets.

Wash only full loads in your washing machine.

Use the shortest cycle possible for washing clothes.

Use only cleaning products that will not harm the environment when they are

washed away after use.

Lawns and gardens require only 5 millimetres of water per day during warm weather.

Less is needed during spring, fall, or cool weather.

Water lawns every three to five days, rather than for a short period every day.

Use shut-off timers or on-off timers, if possible. Do not turn on sprinklers and

leave for the day.

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```
</ul>

<a href="http://www.thewaterpage.com/water-conservation.htm" target="_blank">

Learn more on water conservation</a>

</body>

</html>
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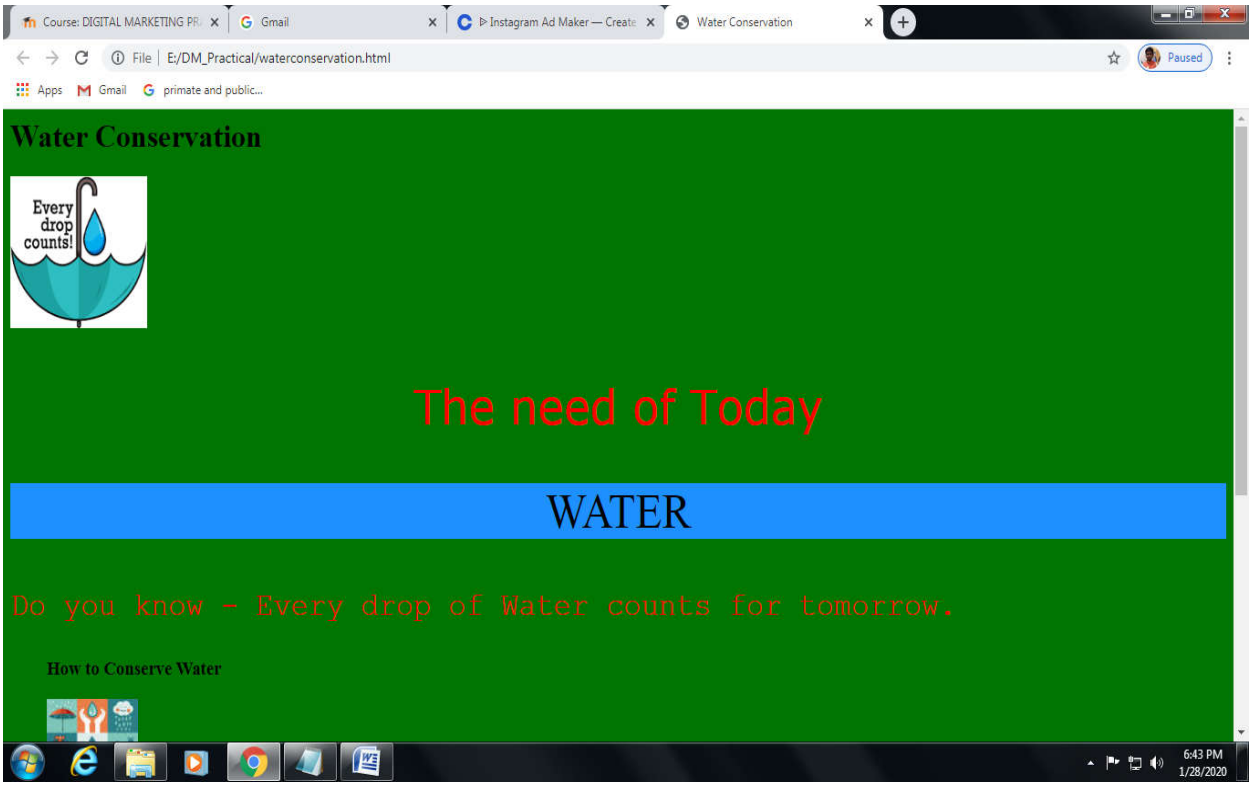

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