Add On Course on Big Data and Digital Marketing

Kannada Sangha Pune's

Kaveri College of Arts, Science and Commerce, Pune

BBA(CA)

Name of the Course: Add on Course on Big Data and Digital Marketing

Eligibility : Basic Knowledge of DBMS, Data Warehouse and Data mining

Duration : 30 Hrs.

Number of Students : 80

Fees : Will be informed to the students at the time of the course

Objectives:
1. To enable learners to develop basic knowledge and analytical skills in current and developing areas of analysis and statistics.
2. Understand the Big Data Platform and its Use cases
3. The aim of this syllabus is to give knowledge about using digital marketing in and as business.

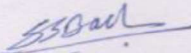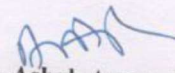| Unit	Topic	No. of Lectures
1	INTRODUCTION TO BIG DATA Introduction to Big Data Types of Digital Data Big Data Analytics Application of Big data	5
2	INTRODUCTION TO DATA SCIENCE Basics of Data Analytics Types of Analytics Descriptive Predictive Prescriptive Statistical Inference Populations and samples Statistical modeling, Probability Distribution Correlation	10
3	Introduction to E-Commerce and Digital Marketing Introduction	5

	Understanding Internet Marketing Search Engine Optimization Search Engine Marketing Email Marketing Digital Display Marketing What is Digital Marketing Digital vs. Real Marketing Digital Marketing Channels Types of Digital Marketing	
4	Digital Marketing Types Understanding Social Media Marketing Social Networking (Facebook, Linkedin, Twitter, etc.) Social Media (Blogging, Video Sharing - Youtube, Photosharing – Instagram, Podcasts) E-mail marketing E-mail marketing plan , E-mail marketing campaign analysis , Keeping up with conversions Marketing using Web Sites Digital Marketing tools	10

Outcome of the Course :

1. Students got basic knowledge of Big data analytics techniques and were able to identify Big Data and its Business Implications.

2. To explore Data analytics techniques and methods.

3. Students understand the importance and implementation of digital marketing in & as business.

Ms. Sujata Bachhav
Coordinator BBA(CA)

Dr. Ashok Agrawal
Principal

PRINCIPAL
Kannada Sangha Pune's
Kaveri College of Arts, Science & Commerce