

CBCE-1-02T: Internet and Digital Skills

Total Marks: 100
External Marks: 70
Internal Marks: 30
Credits: 4
Pass Percentage: 40%

Course: Internet and Digital Skills	
Course Code: CBCE-1-02T	
Course Outcomes (COs) After the completion of this course, the students will be able to:	
CO1	Explain the basic concepts of the Internet, digital devices, and online communication tools.
CO2	Use web browsers, search engines, and online resources effectively for learning and daily life.
CO3	Create and manage an email account, send/receive messages, and use attachments.
CO4	Apply basic digital skills for safe and responsible use of social media and online platforms.
CO5	Use online tools (Google Docs, Sheets, Forms, etc.) for collaboration and productivity.

Detailed Contents:

Module	Module Name	Module Contents
Module I	Introduction to Digital Marketing	Concepts, Traditional Marketing vs. Digital Marketing, Digital Market Evolution, Career in Digital Marketing.
Module II	Search Engines	Tools and Techniques of Search Engines: Google, Bing, Ask, Yahoo Video Hosting and Entertainment: Youtube, Wimeo, Amazon Prime, Netflix, Hotstar.
Module III	Website Marketing	Concepts and Implications, Search Engine Optimization: Introduction, Keyword Planner Tools, On Page SEO Techniques: Indexing and Keyword Placement, Content Optimization.
Module IV	E-Mail Marketing	Concepts and Implications, E-Mail Automation, E-Mail Oriented Promotional Programs. Social Networks: Facebook, Instagram, Whatsapp, Youtube, Telegram, Virtual Marketing and Content Marketing.

Books

1. Seema Gupta, "Digital Marketing", McGraw Hill Education
2. PModule Singh Bhatia, "Fundamentals of Digital Marketing", Pearson
3. Philip Kotler, "Marketing 4.0: Moving from Traditional to Digital", Wiley

20/08/25
25/8/25