## Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 01 |
| Session Title | DIGITAL MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | INTRODUCTION TO DIGITL MARKETING |
| Learning Outcomes | By the End of this session, the student will be able to: <br> 1. What is Digital Marketing and its importance? <br> 2. What are the major benefits of Digital Marketing? <br> 3. How has marketing evolved from traditional to digital media? <br> 4. What is the scope of Digital Marketing? <br> 5. What are the stages of the customer journey in digital marketing? |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Digital Marketing and its importance | | Unit No 1 Module No 1.1 | Design a marketing flyer in Canva, upload it to Google Drive, and present the idea using Zoom. |
| 10:30 am | Benefits of Digital Marketing | | Unit No 1 Module No 1.1 | |
| 11:00 am | Traditional to Digital media | | Unit No 1 Module No 1.2 | |
| 11:30 am | Scope of Digital Marketing | | Unit No 1 Module No 1.3 | |
| 12:30 pm | Customer journey in digital marketing | | Unit No 1 Module No 1.4 | |

References:

< Course Material Link for today session >

# Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
|---|---|
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 02 |
| Session Title | DIGITAL MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | DIGITAL MARKETING |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1.Introduction to Digital Tools<br>2.**Google Workspace** – Docs, Sheets, Forms, **Canva** – Social media creatives, flyers, infographics, **Zoom** – Presentations, webinars, and virtual collaboration |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Introduction to Digital Tools | Digital Detox Awareness Campaign – "Disconnect to Reconnect | Unit No 1 Module No 1.5 | Design a Simple Google Form and collect data of Students. |
| 10:30 am | Google Workspace | | Unit No 1 Module No 1.5 | |
| 11:00 am | Canva | | Unit No 1 Module No 1.5 | |
| 11:30 am | Google Meet or Zoom | | Unit No 1 Module No 1.5 | |
| 12:30 pm | | | Unit No 1 Module No 1.5 | |

References:

< Course Material Link for today session >

# Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
|---|---|
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 03 |
| Session Title | FUNDAMENTALS OF DIGITAL MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | FUNDAMENTALS |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. Inbound vs. Outbound Marketing<br>2. Content Marketing Basics<br>3. Introduction to Marketing Funnel<br>4. Competitor Analysis |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Inbound vs. Outbound Marketing | Title: 7-Day YouTube Campaign – "Unlock Your Digital Future with Naan Mudhalvan" | Unit No 1 Module No 1.6 | |
| 10:30 am | Content Marketing Basics | | Unit No 1 Module No 1.7 | |
| 11:00 am | Introduction to Marketing Funnel | | Unit No 1 Module No 1.8 | |
| 11:30 am | Competitor Analysis | | Unit No 1 Module No 1.9 | |
| 12:30 pm | Real Time Activities | | Activity Session | |

References:

< Course Material Link for today session >

## Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
|---|---|
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 04 |
| Session Title | DIGITAL MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | DIGITL MARKETING |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. What Makes a Website "Marketing Ready"?<br>2. Core Pages Every Website Needs<br>3. Why Websites Matter in Digital Marketing<br>4. Popular CMS Platforms<br>5. Website Performance Checklist |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Website Basics | Create a homepage layout (wireframe) on paper or Canva | Unit No 1 Module No 1.10 | Use WordPress.com or Wix to build a basic homepage with dummy content and images. |
| 10:30 am | Core Pages Every Website Needs | | Unit No 1 Module No 1.10 | |
| 11:00 am | Websites Matter in Digital Marketing | | Unit No 1 Module No 1.10 | |
| 11:30 am | Popular CMS Platforms Website Performance Checklist | | Unit No 1 Module No 1.10 | |
| 12:30 pm | | | Unit No 1 Module No 1.10 | |

References:

< Course Material Link for today session >

## Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 05 |
| Session Title | SOCIAL MEDIA MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | INTRODUCTION TO SMM |
| Learning Outcomes | By the End of this session, the student will be able to: <br> 1. Introduction to Major Platforms <br> 2. Content Types & Strategy <br> 3. Setting Up Business Profiles <br> 4. Scheduling & Management Tools |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Major Social Media Platforms | Create Your Own Personal Portfolio Website using Canva | Unit No 2 Module No 2.1 | |
| 10:30 am | Content Types & Strategy | | Unit No 2 Module No 2.2 | |
| 11:00 am | | | Unit No 2 Module No 2.2 | |
| 11:30 am | Setting Up Business Profiles | | Unit No 2 Module No 2.3 | |
| 12:30 pm | | | Unit No 2 Module No 2.3 | |

References:

< Course Material Link for today session >

# Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 06 |
| Session Title | SOCIAL MEDIA MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | INTRODUCTION TO SMM |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. Scheduling & Management Tools<br>2. Hashtags & Captions<br>3. Influencer Marketing |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Scheduling & Management Tools | Competitive Digital Marketing Audit Report – A Comparative Study | Unit No 2 Module No 2.4 | |
| 10:30 am | Hashtags & Captions | | Unit No 2 Module No 2.5 | |
| 11:00 am | | | Unit No 2 Module No 2.5 | |
| 11:30 am | Influencer Marketing | | Unit No 2 Module No 2.6 | |
| 12:30 pm | | | Unit No 2 Module No 2.6 | |

References:

< Course Material Link for today session >

# Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

| | |
|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 07 |
| Session Title | SOCIAL MEDIA MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | INTRODUCTION TO SMM |
| Learning Outcomes | By the End of this session, the student will be able to: 1. Engagement Social media metrics 2. Case study discussion |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Engagement Social media metrics | Creating an SEO-Optimized Blog Series – A Strategic Content Marketing Approach | Unit No 2 Module No 2.7 | |
| 10:30 am | | | Unit No 2 Module No 2.7 | |
| 11:00 am | | | Unit No 2 Module No 2.8 | |
| 11:30 am | Case study discussion | | Unit No 2 Module No 2.8 | |
| 12:30 pm | | | Unit No 2 Module No 2.8 | |

References:

< Course Material Link for today session >

# Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
|---|---|
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 08 |
| Session Title | SOCIAL MEDIA MARKETING |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | INTRODUCTION TO SMM |
| Learning Outcomes | By the End of this session, the student will be able to: |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Search Engine Basics | Executing a Cause-Driven Digital Marketing Campaign – "Save Water, Save Life" | Unit No 3 Module No 3.1 | |
| 10:30 am | On-Page SEO | | Unit No 3 Module No 3.2 | |
| 11:00 am | | | Unit No 3 Module No 3.3 | |
| 11:30 am | OFF-Page SEO | | Unit No 3 Module No 3.3 | |
| 12:30 pm | | | Unit No 3 Module No 3.3 | |

References:

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 09 |
| Session Title | SEO & Website Optimization |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Introduction to SEO & Keyword Strategy |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. Search Engine Basics<br>2. On-Page SEO<br>3. OFF-Page SEO |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Search Engine Basics | Executing a Cause-Driven Digital Marketing Campaign – "Save Water, Save Life" | Unit No 3 Module No 3.1 | |
| 10:30 am | On-Page SEO | | Unit No 3 Module No 3.2 | |
| 11:00 am | | | Unit No 3 Module No 3.3 | |
| 11:30 am | OFF-Page SEO | | Unit No 3 Module No 3.3 | |
| 12:30 pm | | | Unit No 3 Module No 3.3 | |

References:

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 10 |
| Session Title | SEO & Website Optimization |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | SEO & Website Optimization |
| Learning Outcomes | By the End of this session, the student will be able to: 1.What is Keyword Research  2.What is Website Optimization |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Keyword Research | Building a 1-Month Content Strategy for a Startup – A Platform-Wise Digital Growth Plan | Unit No 3 Module No 3.4 | |
| 10:30 am | Website Optimization | | Unit No 3 Module No 3.4 | |
| 11:00 am | | | Unit No 3 Module No 3.5 | |
| 11:30 am | Website Optimization | | Unit No 3 Module No 3.5 | |
| 12:30 pm | | | Unit No 3 Module No 3.5 | |

References:

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 11 |
| Session Title | SEO & Website Optimization |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | SEO & Website Optimization |
| Learning Outcomes | By the End of this session, the student will be able to: <br> 1. Blogging and SEO <br> 2. Google Search Console Basics <br> 3. Measuring SEO Success |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Blogging and SEO | Designing a Cross-Platform Analytics Dashboard – A Data-Driven Approach to Digital Campaign Tracking | Unit No 3 Module No 3.6 | |
| 10:30 am | Google Search Console Basics | | Unit No 3 Module No 3.7 | |
| 11:00 am | | | Unit No 3 Module No 3.7 | |
| 11:30 am | Measuring SEO Success | | Unit No 3 Module No 3.8 | |
| 12:30 pm | | | Unit No 3 Module No 3.8 | |

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# Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 12 |
| Session Title | Paid Marketing & Analytics |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Paid Marketing & Analytics |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. What is Paid Advertising<br>2. Google Ads Overview<br>3. Facebook & Instagram Ads |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | What is Paid Advertising | Creating a Visual Branding Kit for a Startup | Unit No 4 Module No 4.1 | |
| 10:30 am | Google Ads Overview | | Unit No 4 Module No 4.2 | |
| 11:00 am | | | Unit No 4 Module No 4.2 | |
| 11:30 am | Facebook & Instagram Ads | | Unit No 4 Module No 4.3 | |
| 12:30 pm | | | Unit No 4 Module No 4.3 | |

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 13 |
| Session Title | Paid Marketing & Analytics |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Paid Marketing & Analytics |
| Learning Outcomes | By the End of this session, the student will be able to: |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Budgeting & Optimization | Digital Marketing Plan Proposal for a Local Business – "The Chai Corner" | Unit No 4 Module No 4.4 | |
| 10:30 am | | | Unit No 4 Module No 4.4 | |
| 11:00 am | | | Unit No 4 Module No 4.5 | |
| 11:30 am | Google Analytics Basics | | Unit No 4 Module No 4.5 | |
| 12:30 pm | | | Unit No 4 Module No 4.5 | |

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## Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 14 |
| Session Title | Paid Marketing & Analytics |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Paid Marketing & Analytics |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. Setting up Goals and Events<br>2. UTM Parameters |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Setting up Goals and Events | Curating a LinkedIn Optimization Strategy – Personal Branding for Career Growth | Unit No 4 Module No 4.6 | |
| 10:30 am | Setting up Goals and Events | | Unit No 4 Module No 4.6 | |
| 11:00 am | | | Unit No 4 Module No 4.7 | |
| 11:30 am | UTM Parameters | | Unit No 4 Module No 4.7 | |
| 12:30 pm | | | Unit No 4 Module No 4.7 | |

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# Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 15 |
| Session Title | Email Marketing, E-Commerce & Career Development |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Email Marketing, E-Commerce & Career Development |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. Email Marketing Fundamentals<br>2. Funnel and Automation |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am | Email Marketing Fundamentals | Building a Social Media Persona Matrix – Understanding Audience for Smarter Marketing | Unit No 5 Module No 5.1 | |
| 10:30 am | Funnel and Automation | | Unit No 5 Module No 5.2 | |
| 11:00 am | | | | |
| 11:30 am | | | | |
| 12:30 pm | | | | |

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< Course Material Link for today session >

## Naan Mudhalvan – ODD Semester – Arts & Science – Session Plan

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 16 |
| Session Title | Email Marketing, E-Commerce & Career Development |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Email Marketing, E-Commerce & Career Development |
| Learning Outcomes | By the End of this session, the student will be able to:<br>1. What is E commerce Marketing |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am<br><br>10:30 am<br><br>11:00 am<br><br>11:30 am<br><br>12:30 pm | E commerce Marketing | Crafting a Digital Product Launch Strategy – "GlowBerry" Organic Skincare Gel | Unit No 5 Module No 5.3 | |

References:

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 17 |
| Session Title | Email Marketing, E-Commerce & Career Development |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Email Marketing, E-Commerce & Career Development |
| Learning Outcomes | By the End of this session, the student will be able to: What is **Digital** Marketing Career Paths |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am 10:30 am 11:00 am 11:30 am 12:30 pm | Digital Marketing Career Paths | Building a Social Media Persona Matrix – Understanding Audience for Smarter Marketing | Unit No 5 Module No 5.4 | |

References:

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|---|---|
| Course Name | FUNDAMENTALS OF DIGITAL MARKETING |
| Domain | For All Domains Except CS/IT/BCA (For Govt & Govt Autonomous Only Krishnagiri) |
| University | PERIYAR UNIVERSITY |
| Session Count | 18 |
| Session Title | Email Marketing, E-Commerce & Career Development |
| Duration | 2.5 Hrs (Per session) |
| Purpose of the Session | Email Marketing, E-Commerce & Career Development |
| Learning Outcomes | By the End of this session, the student will be able to: <br> What is **Portfolio and Resume Building** |

| Timings | Learning Topics | Use Cases/ Case Study/Project covered in the class by the trainer | Mapping Unit /LMS Module for this topic | Homework/Assignment for the students after the session |
|---|---|---|---|---|
| 10:00 am <br><br> 10:30 am <br><br> 11:00 am <br><br> 11:30 am <br><br> 12:30 pm | Portfolio and Resume Building | Producing an Educational Video Series – "Basics of Instagram Marketing" | Unit No 5 Module No 5.5 | |

References:

< Course Material Link for today session >