



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ V SEMESTER

UNIT – 1 INTRODUCTION TO DIGITAL MARKETING

Topic:Internet Users: Penetration and Kind of Internet Use

Mrs.S.R.Janani

Assistant Professor

Department of Computer Science and Engineering



Introduction, Origin and Development of Digital Marketing

Unit 1 Syllabus

- Introduction, Origin and Development of Digital Marketing
- Internet Users: Penetration and Kind of Internet Use
- Digital Marketing Strategy
- Digital Advertising Market in India
- Digital Marketing Plan
- Ethical and Legal Framework of Digital Marketing
- Skills Required in Digital Marketing
- Careers in Digital Marketing
- Lessons from Mistakes in Digital Marketing.



INTRODUCTION



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