

I Year Some Important Topics

E-Commerce and Digital Marketing

Unit -1

01. Entrepreneurship
02. Relevance Of IKS To Commerce
03. Importance Of Community-Centric Trade
04. Definition Of IKS & It's Role

Unit -2

01. Introduction To E-Commerce
02. Traditional Commerce vs E- Commerce
03. E-Commerce Business Models (B2B, B2C, C2C, C2B)
04. Government and Mobile Commerce

Unit -3

01. Web Server, Web Browser
02. Hosting, Internet, Intranet, and Extranet
03. E-Payment Systems (Digital Wallet, UPI & Online Banking)
04. Payment Gateways

Unit -4

01. Digital Marketing
02. Traditional vs Digital Marketing
03. Inbound vs Outbound Marketing

Unit -5

01. SEO & SEM
02. Social Media Marketing
03. Google Analytics, Voice Search, Automation
04. Content & Email Marketing