



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
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Course Code: MCA-128

Course Name: Digital Marketing

**Suggested Further Readings (Beyond Book)**

S. No.	Unit	Topic	Book/Resource
1.	Unit I	Digital Marketing Strategy	Digital Marketing Strategy ( <i>Website</i> ) URL: <a href="https://www.smartinsights.com/digital-marketing-strategy/">https://www.smartinsights.com/digital-marketing-strategy/</a>
2.	Unit II	Email Marketing	Email Marketing ( <i>Website</i> ) URL: <a href="https://mailchimp.com/email-marketing/">https://mailchimp.com/email-marketing/</a>
3.	Unit II	Display Advertising	Display Advertising ( <i>Website</i> ) URL: <a href="https://instapage.com/blog/display-advertising/">https://instapage.com/blog/display-advertising/</a>
4.	Unit II	Search Engine Marketing	Search Engine Marketing (SEM) ( <i>Website</i> ) URL: <a href="https://www.wordstream.com/search-engine-marketing">https://www.wordstream.com/search-engine-marketing</a>
5.	Unit III	Social Media Marketing for Businesses	Social Media Marketing for Businesses ( <i>Website</i> ) URL: <a href="https://www.wordstream.com/social-media-marketing">https://www.wordstream.com/social-media-marketing</a>
6.	Unit III	Twitter Marketing	The Complete Guide to Twitter Marketing in 2023 URL: <a href="https://blog.hootsuite.com/twitter-marketing/">https://blog.hootsuite.com/twitter-marketing/</a>
7.	Unit III	Mobile Marketing	Mobile Marketing ( <i>Website</i> ) URL: <a href="https://sendpulse.com/support/glossary/mobile-marketing-sms">https://sendpulse.com/support/glossary/mobile-marketing-sms</a>
8.	Unit IV	Search Engine Optimization	Search Engine Optimization ( <i>Website</i> ) URL: <a href="https://developers.google.com/search/docs/fundamentals/seo-starter-guide">https://developers.google.com/search/docs/fundamentals/seo-starter-guide</a>
9.	Unit IV	Web Analytics	Web Analytics ( <i>Website</i> ) URL: <a href="http://www.techtarget.com/searchbusinessanalytics/definition/Web-analytics">www.techtarget.com/searchbusinessanalytics/definition /Web-analytics</a>