Centre for Machine Learning and Intelligence
Generic Elective
Digital Intelligence
(Applicable for the UG Students admitted from 2023 – 2024 onwards)

Semester:1, 3, 4, 6   Hours ofInstruction/Week: 5+1
Subject Code : 23BAIGE4   No. ofCredits: 6

Course Objective:

1. To Familiarize with the concept of intelligence and its significance in the digital realm.
2. To provide an overview of digital marketing strategies and their application in real-world scenarios.
3. To enable students to effectively utilize WordPress for website development and customization.

Unit 1: Introduction   -6Hrs

Fundamentals of Intelligence - Meaning of intelligence, Digital Intelligence - Purpose, Vision, Strategy, Requirements, Use Cases, (Current and Future State)*.

Unit 2: Digital Cost Awareness   -6Hrs

Quality and Cost Concerns, Bill of Materials, Infrastructure and Maintenance Costs, Availability and Performance Costs, Availability and Performance Costs, Service Level Agreements, (Digital Systems)*, Methodical Approach to Cost Management;

Unit 3: Digital Marketing   -6Hrs

Developing Overall Digital Strategy - Grabbing the Attention of Customers - Discovering Business Model and Brand, Deciding which Marketing Campaign to Create; Search Engine Optimization; (Social Media Marketing , Twitter, Facebook)*.

Unit 4: Getting Started with Word Press   -6Hrs

Word Press Basics – Word press data strucuture - Hooks – actions - filters - Development and Hosting Environements – Using Word Press Plugin – Installing word press plugin – Building your own plugin - File strucuture for an App plugin – Free Plugin – Themes – Themes vs plugin –Page template – Custom post type, (post metadata and Taxonomies)*.

1

Unit 5: Implementations of Digital Marketing   **-6Hrs**

Download and Install the "Keyword Everywhere" Digital Marketing Tool into the web browser and collect the keyword list in CSV file for the word "SEO in Marketing". Create a survey form for the "Mobile Online shop: using Google Form, Create a webpage for "Online Python Class" using the Wordpress - Create an advertisement for "Travel Agency Discounts" to update in Facebook Business group, Create an interactive post for "Five Star in Dubai" to post in the Facebook, Design the Email page for "Baby Skincare Cream" using Wordpress, Create a Video Advertisement for the "Dell Laptop" for updating in Youtube/LinkedIn.

* Indicates Self - Study Component
Total Hours: 30

References:

1. Mehmet Yidiz (2019) "Digital Intelligence: A framework to digital transformation Capbilities" Independently Published.
2. Brian Messenlehner, Jason Coleman (2019) *"Building Web Apps with Word Press"*, 2nd Edition, O' Reilly Media, Inc.
3. Brad Williams , Ozh Richard, Justin Tadlock (2011) *"Professional WordPress Plugin Development "* Wiley Publishing Inc

E-Learning Resources:
1. https://yoast.com/help/installation-guide-of-wordpress-seo-premium/
2. https://wordpress.org/themes/
3. https://www.investopedia.com/terms/d/digital-marketing.asp

Course Outcome:

CO1: Understand the fundamentals of intelligence and importance in the digital age.
CO2: Gain knowledge of digital cost awareness and learn how to manage costs effectively in digital systems.
CO3: Acquire knowledge on strategies of digital and social media marketing.
CO4: Gain practical skills to work with Word Press and theme customization.
CO5: Implementation knowledge on various digital marketing techniques

* Indicates Self - Study Component
Total Hours: 60