

Course code: CS-641P T

Total Credit: 2

Periods: 3 per week (50 Minutes each)

Course Title: Digital Marketing

Marks: 50 (UA: 40 + IA: 10)

Prerequisites

Fundamental knowledge of Marketing

Learning Objectives

To understand the basic Concepts of Digital marketing and the road map for successful Digital marketing strategies

Learning Outcomes

- Communicate clearly and effectively in both written, oral and digital forms.
- Students will demonstrate critical thinking
- Comprehension and Application of New Media
- Synthesis and the Foundational Knowledge of Business Disciplines

Course Outline

Unit -1 :

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence WRT Digital Marketing.

Unit – 2:

The Digital users in India, Digital marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital advertising Market in India, Skills in Digital Marketing, Digital marketing Plan.

Unit – 3:

Terminology used in Digital Marketing, PPC and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google web-master and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

Unit – 4:

Display advertising, Buying Models, different type of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, Programmatic Digital Advertising.

Unit – 5: Test and Tutorial

Reference Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna