

MBPC3001 DIGITAL MARKETING (3-0-0)

Course Objectives:

1. To familiarize students with the operation of digital media and help them develop the critical insights required
2. To focus on e-commerce, digital marketing for competitive advantage
3. To focus on Search Engine Optimization & enable the students to use it effectively
4. To provide insights on Social media marketing.

Module-I:

Basics of Digital Marketing: Evolution of Digital Marketing, Digital – the next wave of marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence,

Module-II:

Search Engine Marketing: PPC and online marketing through social media, Social Media strategy, SEO techniques, On page and off page, Keyword advertising, Google web-master and analytics overview, Customer engagement, Affiliate Marketing & strategic partnership, CRM & CX in digital marketing – Email Marketing, Content strategies, consumer segmentation and positioning by online tools.

Module-III:

Google Analytics, AdWords, Ad Sense: Display advertising, different type of ad tools, remarketing, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, Mobile Marketing: Best practices of mobile marketing, types of mobile marketing.

Course Outcomes:

- CO-1: Gain knowledge about the designing, developing and promoting through Blogs, Website, and Social Networks.
- CO-2: Utilise the search engines for better visibility in the online world.
- CO-3: Create and implement different strategies in the social networking sites.
- CO-4: Design e-mail marketing, Affiliate Marketing, Content Marketing, Display Advertising and Mobile marketing campaigns for promotional activities.
- CO-5: Implement google analytics for identifying, filtering and tracking the day today business activities in the organisation.

Text Books:

- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher
- Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Publisher Wiley
- Digital Marketing by Seema Gupta, McGraw Hill Education
- Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
- The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley Publisher
- Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc