

Masters of Business Administration (MBA) – Semester - 3

Course Teaching Plan

Course Title: Digital Marketing

Course Code: 340039301

Course Credit: 4 credit

1. Course Introduction

The proliferation of new technologies such as mobile, cloud computing, and artificial intelligence (AI) have transformed customer behaviour and disrupted marketplaces — both for B2B and B2C markets. As a result, our marketing practices must also evolve. Participation in digital space is imperative for both business and social organizations. The theories and models applicable require a revisit as digital marketing is not same as offline marketing.

2. Course Objective:

- To impart the participants with the knowledge, concepts and skills needed in marketing through digital channels.
- To familiarize the participants with the concepts and techniques applicable to digital marketing.
- To expose the students to the digital media of marketing for promotions of products and services.

3. Course Learning Outcome:

- CLO1: Appreciation of difference and similarities between non-digital and digital marketing
- CLO2: Understanding consumer behavior on digital media
- CLO3: Learning to develop digital strategy
- CLO4: Understanding and applying social media marketing, web analytics

4. Session Plan (30 Hours):

Session No	Syllabus Content
UNIT -1 (Weight – 25%)	
Introduction to Digital Marketing	
1	Internet penetration and digital commerce; Characteristics of Internet:

	Web 1.0, Web 2.0 and Web 3.0; social media; Similarities and differences between online and offline marketing; Internet Marketing in India; Business response to emerging digital revolution; Digital devices, platforms, media, data and technology
2	Understanding the Digital Media Landscape: Digital Media Types; Paid Media; Owned Media
3	Digital marketing strategy, Digital conversion funnel
4	Online consumer behavior, decision making process, problem recognition, information search, evaluation, choice and post purchase behavior
5 – 6	Online consumer segmentation; online marketing mix; consumer segments and targeting; User experience
UNIT-2 (Weight – 25%)	
Social Media	
7	Planning & Creating Multi-channel Social Media Strategy: How to choose relevant Social Media Channels? Creating multi-channel Social Media Strategy; Designing; Digital Marketing Campaign
8 – 9	Content Marketing
10 – 11	Creating Facebook Marketing Strategy - From Objectives to ROI; Competitive Research; Strategy Presentation by Participants; Types of Facebook Ads
12 – 13	Twitter Strategy Framework: From Objectives to ROI; Twitter for PR, Brand Building, Customer Engagement and Thought Leadership; Leveraging Lists, Hashtags & Trends; Tools to listen and measure Influence on Twitter: Tweet Deck, Klout, PeerIndex, Creating Twitter Marketing Strategy
14 – 15	Social Media Marketing in B2B
16 – 17	Banner Ads and YouTube Ads
18 – 19	Ads on social media platforms like Instagram, LinkedIn and Snapchat
UNIT -3 (Weight – 25%)	
Search Engine Optimization/ Marketing (SEO/ SEM), Display Advertising and Google Ads	
20 – 21	Search engine optimization – On-Page and Off-Page Optimization Measuring success of search engine optimization, mapping search engine journey Paid advertising, search advertising
22 – 23	Understanding Google search; Rule based personalization of marketing at internet scale; Overview of Google Adwords, Microsoft AdCenter and Yahoo Search Marketing

24 – 25	Display advertising
UNIT - 4 (Weight – 25%)	
Unit IV – Mobile Marketing, Email Marketing, and Digital Analytics	
26	Mobile Marketing
27	Email marketing
28	Big data, Internet of things
29	Understanding Digital Analytics Concepts Google Analytics
30	Social Media analytics: data type and collection, structured and semi-structured data, social media metrics, social media ROI, Social networks and social network analysis; Social media analytics with unstructured data: text mining, social customer relationship management, text mining for communication and reputation management
31 – 40	Digi-Thon – Digital Marketing Hackathon (experiential learning component)

a) Follow up engagement: Post sessions, the participant will be required to take the learning forward through assignments, live projects and occasional homework. They can follow up and maximize their learning through internship/Industry immersion.

5) **Assessment Scheme:**

Specific assessment method	% Weightage	Theory	Practical
Module wise Exam	20%	√	
Module wise Quiz	10%	√	
Live Case Analysis/ Presentation/Viva and Project	30%	√	√
Hackathon/Bootcamp	30%	√	√
Class Participation	10%	√	√

6) **Educational Resources**

Educational Resources	Description

Text Book	Digital Marketing by Seema Gupta latest edition
Reference Books	Digital Marketing by Puneet Singh Bhatia
Journals/ Magazine/periodicals (Details of specific paper mentioned in the pedagogy with respective topics)	<p>Journal of Digital and Social Media Marketing</p> <p>Is offline media becoming the biggest driver of online engagement? A review of recent trends and opportunities <i>Srikanth Ramachandran, Founder and Chief Executive Officer and Mehul Mandalia, Co-founder and Head of Demand Platforms, Moving Walls Holding Pte</i></p> <p>Why your Facebook Ads keep failing: Lessons learned from spending over US\$1m on Facebook Ads <i>John Huntinghouse, Vice President of Marketing and Emma Franks, Account Based Marketing Manager, TAB Bank and Ben Fife, Partner and Chief Digital Officer, Fluid Advertising</i></p> <p>Unboxing the trend: Understanding why children watch unboxing videos on YouTube <i>Teresa Treviño, Research Professor of Marketing, Universidad de Monterrey</i></p> <p>How the study of social media data has evolved through time, putting social media insights-led actions at the heart of many organisations' strategy <i>Jackie Balchin, Senior Social Strategist, NetBase Quid</i></p>
Video lecture (NPTEL, MOOC, you tube lecture)	<p>1) Social media marketing, Facebook marketing, Instagram marketing, Search engine optimization – Udemy.com</p> <p>2) Google Adwords free courses</p>
Course related important Web links	<p>1) www.hbr.org</p> <p>2) https://brandequity.economictimes.indiatimes.com/</p> <p>3) www.afaqs.com</p> <p>4) Aaker on Brands,</p> <p>5) www.prophet.com</p> <p>6) socialbeat.in</p> <p>7) socialsamosa.com</p>

7. CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	2	3	3	3
CLO2	3	2	3	3	3

CLO3	3	2	3	3	3
CLO4	3	2	3	3	3

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation