Lesson Plan

Course: MCA-128 – Digital Marketing	
MCA – 2nd Semester	No. of Theory Hours per Week: 04

Course Outcomes (COs):

CO #	Detailed Statement of the CO
CO1	Interpret Digital Marketing preliminaries. (BTL2)
CO2	Build effective Digital Marketing strategies for different products and services. (BTL3)
CO3	Make appropriate use of varied Digital Marketing Platforms like Email, Facebook, Twitter, YouTube, Pinterest, etc. as per given scenario. (BTL3)
CO4	Apply and analyze the concept of Search Engine Optimization (SEO), SEM and Mobile Marketing to given scenarios. (BTL4)
CO5	Analyze specific trends using Google Analytics. (BTL4)
CO6	Create effective Display Ads and Search Engine Advertising. (BTL6)

Recommended Books:

Books	S. No.	Details of the Books
Text Books	1.	Seema Gupta, "Digital Marketing", Mc-Graw Hill, 8th Edition, 2018. **[TB1]**
	2.	Ian Dodson, "The Art of Digital Marketing", Wiley, 2017. **[TB2]**
Reference Books	1.	Chhafey D., Ellis-Chadwick F., Johnston K. and Mayer R, "Internet Marketing: Strategy, Implementation and Practice", Pearson Education, 2018. **[RB1]**
	2.	Strauss, Judy and Frost, Raymond, "E-Marketing", PHI Learning Pvt. Ltd., 2013. **[RB2]**
	3.	Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Pearson, 2nd Edition, 2016. **[RB3]**

Lesson Plan for Theory:

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - I		
1.	Evolution of Digital Marketing from Traditional to Modern Era	TB1 [Chapter 1]
2.	Role of Internet, Current Trends	
3.	Info-graphics, Implications for Business and Society	
4.	Emergence of Digital Marketing as a Tool	
5.	Drivers of the New Marketing Environment	
6.	Digital Marketing Strategy	
7.	P. O. E. M. Framework, Digital Landscape	
8.	Digital Marketing Plan	
9.	Digital Marketing Models	
10.	Buffer Reserved for Revision	
UNIT – II		
11.	Internet Marketing, Opportunities and Challenges	TB1 [Chapter 2-3]
12.	Digital Marketing Framework	
13.	Digital Marketing Mix, Impact of Digital Channels on IMC	
14.	Basics of Email Marketing, Opt-in Email Permission Marketing, Online PR	
15.	Interactive Advertising, Online Partnerships, Viral Marketing, Blogs	
16.	Search Engine Advertising : Search Advertisements, Ad Placement, Ad Ranks	
17.	Search Engine Advertising: Creating Ad Campaigns, Campaign Report Generation	
18.	Display Marketing: Types of Display Ads, Buying Models	
19.	Programmable Digital Marketing, Analytical Tools	
20.	YouTube Marketing, Trends in Digital	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
	Advertising	
21.	Buffer Reserved for Revision	
UNIT – III		
22.	Social Media Marketing: Introduction to Social Media Platforms, Penetration and Characteristics	TB1 [Chapters 4-9]
23.	Building a Successful Social Media Marketing Strategy	
24.	Facebook Marketing: Introduction to Facebook Marketing, Creating Advertising Campaigns	
25.	Adverts, Facebook Marketing Tools	
26.	LinkedIn Marketing: Introduction and Importance of LinkedIn Marketing, Framing LinkedIn Strategy	
27.	Lead Generation through LinkedIn, Content Strategy, Analytics and Targeting	
28.	Twitter Marketing: Introduction to Twitter Marketing, Twitter Marketing vs. Other Forms of Digital Marketing	
29.	Framing Content Strategy, Twitter Advertising Campaigns	
30.	Digital Marketing Strategies through Instagram	
31.	Digital Marketing Strategies through Snapchat	
32.	Mobile Advertising, Forms of Mobile Marketing, Features	
33.	Mobile Campaign Development, Mobile Advertising Analytics	
34.	Buffer Reserved for Revision	
UNIT - IV		
35.	Introduction and Need for Search Engine Optimization (SEO), How to use Internet and Search Engines	TB1 [Chapters 10-11]
36.	Search Engine and its Working Pattern	
37.	On-page and Off-page Optimization, SEO Tactics	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
38.	Introduction to Search Engine Marketing (SEM)	
39.	Web Analytics: Introduction to Social Media Metrics, Google Analytics	
40.	Google AdWords, Data Collection for Web Analytics	
41.	Multichannel Attribution, Universal Analytics, Tracking Code	
42.	Buffer Reserved for Revision	

Testing Schedule:

Nature of Test	February	March	April	May
Surprise Test (ST)	ST in 3nd week		-	-
Mid Term Test (MT)	-	MT in 3rd week		-
Class Test (CT)	-	CT in 2nd week	CT in 2nd week	-
Supplementary Test (Sp. T)	-	-		Sp. T in 3rd week
Assignment Submission Schedule	**Assignment-1** is to be submitted One Week after completion of Unit-1 and Unit-2. **Assignment-2** is to be submitted One Week after completion of Unit-3. **Assignment-3** is to be submitted One Week after completion of Unit-4.			