

Digital Marketing

Course Code: **MCA-128**

L T C

Course Name: **Digital Marketing**

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. Overall understanding of Digital Marketing.
2. Various strategies involved in Marketing products and Services Digitally.
3. Understanding of Digital Marketing Platforms.
4. Techniques for Search Engine Optimization (SEO) and Mobile Marketing.
5. Develop insight on Current Trends – Digital and Social Statistics (Infographics).

COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Interpret Digital Marketing preliminaries.	BTL2	PO1
CO2	Build effective Digital Marketing strategies for different products and services.	BTL3	PO1, PO2, PO3, PO8
CO3	Make appropriate use of varied Digital Marketing Platforms like Email, Facebook, Twitter, YouTube, Pinterest, etc. as per given scenario	BTL3	PO1, PO2, PO3, PO5
CO4	Apply and analyze the concept of Search Engine Optimization (SEO), SEM and Mobile Marketing to given scenarios.	BTL4	PO1, PO2, PO3, PO4, PO5, PO6, PO10
CO5	Analyze specific trends using Google Analytics.	BTL4	PO1, PO2, PO3, PO4, PO5, PO6, PO10
CO6	Create effective Display Ads and Search Engine Advertising.	BTL6	PO1, PO2, PO3, PO4, PO5, PO6, PO7, PO8, PO9, PO10, PO11, PO12

SYLLABUS:

UNIT - I

No. of Hours: 10

Chapter/Book Reference: TB1 [Chapter 1]

Introduction to Digital Marketing: Evolution of Digital Marketing from traditional to modern era, Role of Internet, Current trends, Info-graphics, implications for business & society, Emergence of digital marketing as a tool, Drivers of the new marketing environment, Digital marketing strategy, P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models.

UNIT - II

No. of Hours: 10

Chapter/Book Reference: TB1 [Chapters 2-3]

Internet Marketing and Digital Marketing Mix: Internet Marketing, opportunities and challenges, Digital marketing framework, Digital Marketing mix, Impact of digital channels on IMC.

Email Marketing: Basics of Email Marketing, Opt-in Email Permission Marketing, Online PR, Interactive Advertising, Online Partnerships, Viral Marketing, Blogs.

Search Engine Advertising: Search Advertisements, Ad Placement, Ad Ranks, Creating Ad Campaigns, Campaign Report Generation.

Display Marketing: Types of Display Ads, Buying Models, Programmable Digital Marketing, Analytical Tools, YouTube marketing, Trends in digital advertising.

UNIT - III

No. of Hours: 12

Chapter/Book Reference: TB1 [Chapter 4-9]

Social Media Marketing – Role of Influencer Marketing, Tools & Plan: Introduction to social media platforms, penetration & characteristics, Building a successful social media marketing strategy.

Facebook Marketing: Introduction to Facebook Marketing, Creating Advertising Campaigns, Adverts, Facebook Marketing Tools.

Linkedin Marketing: Introduction and Importance of Linkedin Marketing, Framing Linkedin Strategy, Lead Generation through Linkedin, Content Strategy, Analytics and Targeting.

Twitter Marketing: Introduction to Twitter Marketing, how twitter Marketing is different than other forms of digital marketing, framing content strategy, Twitter Advertising Campaigns.

Instagram and Snapchat: Digital Marketing Strategies through Instagram and Snapchat.

Mobile Marketing: Mobile Advertising, Forms of Mobile Marketing, Features, Mobile Campaign Development, Mobile Advertising Analytics.

UNIT - IV

No. of Hours: 08

Chapter/Book Reference: TB1 [Chapters 10-11]

Introduction to Search Engine Optimization (SEO): Introduction and need for SEO, How to use internet & search engines, search engine and its working pattern, On-page and off-page optimization, SEO Tactics, Introduction to Search Engine Marketing (SEM).

Web Analytics: Introduction to social media metrics, Google Analytics, Google AdWords, data collection for web analytics, multichannel attribution, Universal analytics, Tracking code.

TEXT BOOKS:

TB1. Seema Gupta, "Digital Marketing", Mc-Graw Hill, 8th Edition, 2018.

TB2. Ian Dodson, "The Art of Digital Marketing", Wiley, 2017.

REFERENCE BOOKS:

- RB1.** Chhafey D., Ellis-Chadwick F., Johnston K. and Mayer R, "Internet Marketing: Strategy, Implementation and Practice", Pearson Education, 2018.
- RB2.** Strauss, Judy and Frost, Raymond, "E-Marketing", PHI Learning Pvt. Ltd., 2013.
- RB3.** Puneet Singh Bhatia, "Fundamentals of Digital Marketing", Pearson, 2nd Edition, 2016.