

Course code	Course Code	L	T	P	C
BMGT106L	Digital Marketing	3	0	0	3
Pre-requisite	NIL	Syllabus version			
		1.0			
<b>Course Objectives</b>					
<ol style="list-style-type: none"> <li>To evaluate digital marketing and digital media.</li> <li>To get exposed to various digital marketing channels.</li> <li>To develop online ads and assess the performance of ads.</li> </ol>					
<b>Course Outcomes</b>					
<b>At the end of the course, the students will be able to</b>					
<ol style="list-style-type: none"> <li>Create digital marketing strategies for a given business scenario.</li> <li>Develop search engine marketing strategy with the use of SEO and AdWords.</li> <li>Formulate strategies for various digital marketing channels.</li> <li>Develop ad campaigns on any one of the social media platforms and analyze its outcomes.</li> <li>Know the tabs on google analytics dashboard and measure campaign performance.</li> <li>Ascertain contemporary technologies of DM and its effects on DM.</li> </ol>					
<b>Module:1</b>	<b>Digital Marketing (DM) Fundamentals</b>	<b>6 hours</b>			
Marketing basics, introduction to DM, origin and development of DM, traditional Vs digital marketing, digital marketing channels, digital customer journey and mapping, digital marketing funnel, creating buyer persona, types of digital media (paid, shared, owned, and earned), IMC in DM, developing DM strategy and objectives, and challenges to DM.					
<b>Module:2</b>	<b>Search Engine Optimization (SEO)</b>	<b>6 hours</b>			
Building websites and web pages, web hosting, subdomains and subfolders, website navigation, social media icons, advanced website features, setting up google analytics, search engine work mechanism, pillars of SEO, on-page and off-page optimization, SEO - visual and voice search, SEO tactics - white-hat and black-hat SEO, SEO - UX and UI, content marketing for SEO success, and external link building.					
<b>Module:3</b>	<b>Display Advertising &amp; Search Engine Advertising</b>	<b>7 hours</b>			
Display advertising media, digital/ad metrics, types of display ads, targeting categories, geographic and language tagging, programmatic display advertising, ad server, ad exchange, challenges to display advertising. Search engine payments, google AdWords, Ad placements, Ad ranks, enhancing ad campaign, performance reports, and e-commerce ads Vs google ads.					
<b>Module:4</b>	<b>Social Media Marketing – Facebook, LinkedIn, &amp; Instagram</b>	<b>8 hours</b>			
Developing social media ad strategy - listening, goal setting, strategy, implementation, measurement, social entertainment, and gamification. Facebook marketing - organic marketing, paid marketing, marketing with 3D posts, FB ads manager, FB pixel, FB business manager, and useful design tools. Importance of LinkedIn presence, LinkedIn strategy, LinkedIn website demographics, content strategy, LinkedIn native videos, LinkedIn analytics, and ad campaign. Instagram: objectives, content strategy, style guidelines, hashtags, sponsored ads, and apps.					
<b>Module:5</b>	<b>Twitter, Mobile, and Video Marketing</b>	<b>6 hours</b>			
Twitter building blocks, content strategy, Twitter usage, Twitter ads, Twitter analytics, Twitter tools and tips for marketers. Mobile advertising model, mobile marketing (MM) media (paid and owned), MM features, mobile apps, website and mobile responsive ads, MM strategy, and MM analytics. Needs of video marketing (VM), VM channels, VM strategy, and types of marketing videos, video production process, video optimization, and video analytics.					
<b>Module:6</b>	<b>Digital Analytics and Online Reputation Management (ORM)</b>	<b>6 hours</b>			

Data collection, key metrics, affiliate marketing, multi-channel attribution, types of tracking codes, and competitive intelligence. ORM Vs SEO, social commerce: reviews and ratings, user generated content, blogs, marketing partners, native advertising, landing page, and influencer marketing.			
<b>Module:7</b>	<b>Technological Advancements in DM</b>		<b>4 hours</b>
Voice search, beacon strategy, micro-moment marketing, cross device marketing, anthropomorphic AI, virtual reality (VR), augmented reality (AR), mixed reality (MR), extended reality (XR), chat bots, block chain technology, and role of virtual agents in customer relationship management.			
<b>Module:8</b>	<b>Contemporary Topics</b>		<b>2 hours</b>
			<b>Total Lecture hours: 45 hours</b>
<b>Text Book(s)</b>			
1.	Seema Gupta, <i>Digital Marketing</i> , 2020, 2 <sup>nd</sup> Edition, McGraw-Hill Education, India		
2.	Alan Charlesworth, <i>Digital Marketing: A practical Approach</i> , 2018, 3 <sup>rd</sup> Edition, Routledge, UK		
<b>Reference Books</b>			
1.	Jeremy Kagan and Siddharth Shekhar Singh, <i>Digital Marketing: Strategy and Tactics</i> , 2020, 1 <sup>st</sup> Edition, Wiley, USA		
2.	David Meerman Scott, <i>The new rules of marketing and PR: How to use Content Marketing, Podcasting, Social Media, AI, Live Video, And NewsJacking to reach buyers directly</i> , 2020, 7 <sup>th</sup> Edition, Wiley, USA		
3.	Dave Chaffey and Paul Russell Smith, <i>Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing</i> , 2017, 5 <sup>th</sup> Edition, Routledge, UK		
Mode of Evaluation: CAT, Written Assignment, Quiz, and FAT.			
Recommended by Board of Studies		27-05-2022	
Approved by Academic Council		No. 66	Date 16-06-2022