

B.Com.: Semester-III
SEC-2
BCR322: DIGITAL MARKETING

Teaching Scheme	Examination Scheme
Lectures: 3 hrs/Week	Class Test – 12 Marks
Tutorials: 1 hr/Week	Teachers Assessment – 6 Marks
	Attendance – 12 Marks
Credits: 4	End Semester Exam – 70 Marks

Course Objective

This course seeks to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the student to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

Course Learning Outcomes

After completing the course, the student shall be able to:

- CO1: understand the concept of Digital Marketing along with the basic forms and norms of Digital Marketing.
- CO2: understand the terminologies associated with the field of Digital Marketing and control along with their relevance.
- CO3: identify the appropriate method and techniques of Digital Marketing for solving different problems.
- CO4: describe some of the latest technologies used in Digital Marketing.
- CO5: apply basic Digital Marketing principles to solve business and industry related issues and problems.
- CO6: implement various analytics tools of online marketing.

Unit I
Introduction of the digital marketing: Digital vs. Real Marketing, Digital Marketing Channels, Creating initial digital marketing plan, Content Management, SWOT analysis, Target group analysis.
Unit II
Web design: Optimization of Web sites, MS Expression Web, Creating websites, SEO Optimization, Writing; The SEO content, writing the SEO content, Google AdWords- creating accounts, Google Ad Words-types.
Unit III
Introduction to CRM: CRM platform, CRM models, CRM strategy, Introduction to Web analytics, Web analytics – levels, Introduction of Social Media Marketing, Social Media Marketing plan, Facebook Ads, Creating Facebook Ads, Ads Visibility, Business opportunities and Instagram options, Optimization of Instagram profiles, Integrating Instagram with a Web Site and other social networks, Keeping up with posts.
Unit IV
Creating business accounts on YouTube: YouTube advertising, YouTube analytics, e-mail marketing, e-mail marketing plan, e-mail marketing campaign analysis, keeping up with conversions.

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Unit V

Digital Marketing Budgeting: resource planning, cost estimating, cost budgeting, cost control.

Suggested Readings

- Chaffey, D, F.E. Chadwick, R. Mayer, and K. Johnston (2015). Internet Marketing: Strategy, Implementation, and Practice. Pearson India.
- Frost, Raymond D., Alexa Fox, and Judy Strauss (2018). E- Marketing. Routledge.
- Gupta, Seema (2018). Digital Marketing. McGraw Hill Education (India) Private Ltd.
- Kapoor, Neeru. E-Marketing, Pinnacle learning.
- Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2017). Digital Marketing:4.0 Moving from Traditional to Digital. Pearson India.
- Ryan, Damian and Jones Calvin (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.

Additional Readings

- Blanchard O. (2014) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organisation.
- Charlesworth, Alan (2018). Digital Marketing: A Practical Approach.
- Gay, Richard, Alan Charlesworth, and Rita Esen. Online Marketing: a customer-led approach. Oxford University Press Inc., New York.
- Ryan, Damian (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation.
- Tasner, M. (2015) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First, 2/E, Pearson.

Note: Latest edition of readings may be used.

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