CSH606: Digital Marketing

Teaching Scheme	Examination Scheme	
Lectures: 1 hrs/Week	Class Test	– 6 Marks
Tutorials: 1 hr/Week	Teachers Assessment	– 3 Marks
	Attendance	– 6 Marks
Credits: 2	End Semester Exam	– 35 Marks

Prerequisite: Knowledge of Social Media Platforms.

Course Objectives:

1. To understand the importance of Digital Marketing.
2. To study various types of Digital Marketing.
3. To know the significance of Digital and Internet Marketing.
4. To understand the recent trends in digital advertising and SEO.
5. To create a campaign on any social media platform.

Detailed Syllabus:

Unit-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 marketing plan, Digital marketing models.

Unit-2

Internet Marketing and Digital Marketing Mix: Internet Marketing, opportunities and challenges; Digital marketing framework; Digital Marketing mix. Introduction to Content Marketing, Email Marketing, Web analytics, Conversion Rate Optimization, Sales Funnels and Affiliate Marketing.

Unit-3

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, LinkedIn Marketing, Twitter Marketing, Instagram Marketing: Introduction and framing content strategy, Advertising.

Unit-4

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

Unit-5

Introduction to SEO and SEM: Trends in Digital Advertising– - 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 SEM.

Unit-6

Web Analytics: Google Analytics & Google Ad Words; data collection for web analytics. Online Reputation Management.

Application: A group of two students (Maximum) has to work on creating an advertising campaign

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through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or Snapchat Marketing. The student/s should work on creating the campaign, running the campaign, presenting the results of the campaign in terms of Lead Generation and / or sales and / or web analytics.

Suggested Readings:
1. Seema Gupta, Digital Marketing, Mc-Graw Hill, 1st Edition - 2017
2. Ian Dodson, The Art of Digital Marketing, Wiley Latest Edition
3. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson 1st Edition – 2017
4. Vandana Ahuja, Digital Marketing, Oxford University Press Latest Edition
5. Philip Kotler Marketing 4.0: – Moving from Traditional to Digital Wiley 2017

Course Outcomes:

After completing the course, students will be able to:

1. Understand the concept of Digital Marketing
2. Develop insight on Current Trends – Digital and Social Statistics (Infographics)
3. Provide an introduction to Digital Marketing Platforms like Facebook, Twitter, YouTube, etc.
4. Understand the basics of Search Engine Optimization (SEO) and Mobile Marketing.
5. Know various strategies involved in Marketing products and Services Digitally.