**MBA207: DIGITAL MARKETING**

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| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 4 hrs./Week | Class Test -12Marks |
| Tutorials: 1 hrs./Week | Teachers Assessment - 6MarksAttendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

*On successful completion of this Course, the learner will be able to:*

* *Explain the role and importance of digital marketing in a rapidly changing business landscape*
* *Discuss the key elements of a digital marketing strategy*
* *Illustrate how the effectiveness of a digital marketing campaign can be measured*
* *Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs*

**Hours: 40 Hrs**

UNIT I (10 Hrs): Digital Marketing Fundamentals, Website Planning and Structure, Website Design using WordPress CMS

UNIT II (10 Hrs): Facebook Marketing for Business, Google AdWords’ and PPC Advertising, YouTube and Video Marketing, E-mail Marketing for Business

UNIT III (10 Hrs): Content Creation and Promotion, Product Marketing (Google Ads, Instagram, Facebook, YouTube etc), Blogging and Bing Advertising, Freemium and Premium Digital Marketing Tools.

UNIT IV (10 Hrs): Lead Generation & marketing automation, GEO Marketing, Social Media Marketing, Optimization & Advertising, Search Engine Optimization (SEO).

**Suggested Reading:**

* Blanchard O. (2014) *Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization*
* Pulizzi, J. (2013) *Epic Content Marketing*
* *Marketing on Facebook – Best practice guide* (2015) Facebook Marketing Press
* Chaffey, D., & Ellis-Chadwick, F. (2012) *Digital Marketing: Strategy, Implementation and Practice,* 5/E, Pearson
* Tapp, A., & Whitten, I., & Housden, M. (2014) *Principles of Direct, Database and Digital Marketing*, 5/E, Pearson
* Tasner, M. (2015) *Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First,* 2/E, Pearson

***Course Outcomes:*** *Upon the successful completion of this course, the student will be able to:*

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|  | *COURSE OUTCOMES DESCRIPTION* |
| *CO1* | *Develop a digital marketing plan that will address common marketing challenges*  |
| *CO2* | *Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics*  |
| *CO3* | *Recognize Key Performance Indicators tied to any digital marketing program*  |
| *CO4* | *Improve Return on Investment for any digital marketing program*  |
| *CO5* | *Launch a new, or evolve an existing, career path in Digital Marketing*  |
| *CO6* | *Ability to identify and apply the knowledge of subject practically in real life situations* |

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| **Employable Skills**  | **Measuring Tools**  |
| Ability to identify and apply the knowledge of subject practically in real life situations  | ExerciseWorkshopQuizClassroom Discussions  |