

MBA207: DIGITAL MARKETING

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks 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.

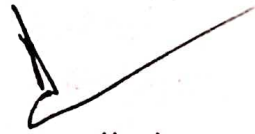
UNIT IV (10 Hrs): Lead Generation & marketing automation, GEO Marketing, Social Media Marketing, Optimization & Advertising, Search Engine Optimization (SEO).

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


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