



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, M.Sc.,Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

(Established under section 3 of the UGC Act 1956, by notification No.F.9-12/2001-U3
Government of India)

Sub Committee - Specialization for Curriculum Development (Marketing)

Post Graduate/ Under Graduate

Course Name: Digital Marketing

Number of Credits: 3

Course Code – T2742

Course Range –

Level – 5

Learning Objective(s): After the completion of this course the students shall be able to:

1. Assess and analyze Internet marketing and further utilize it for marketing communication options.
2. Compare and contrast different tools and techniques available for Digital marketing and suggest in final marketing strategy .
3. Evaluate and prepare digital marketing strategies using latest trends.

Pedagogy:

- Predominantly case based discussions.
- Industry / Field Visits.
- Projects.
- Workshops.

Pre-learning: Marketing Management, Internet and Facebook fundamentals

Course Outline

| S.No | Topic | Hours |
|------|---|-------|
| 1 | <ul style="list-style-type: none"> • Going digital – Global Internet Marketing <ul style="list-style-type: none"> ○ The evolution of marketing ○ The changing face of advertising ○ Technology Behind Internet Marketing. ○ Computers as Persuasive Tools Web-Based Marketing | 3 |
| 2 | <ul style="list-style-type: none"> • Strategy And Planning <ul style="list-style-type: none"> ○ Need for a digital marketing strategy ○ Defining your digital marketing strategy ○ Web-Based/Internet Marketing Mix <ul style="list-style-type: none"> • Building Brands: The Role of the Web, • Online-Branding, OVP, SWOT & TOWS | 5 |
| 3 | <ul style="list-style-type: none"> • Networking <ul style="list-style-type: none"> ○ Network Classes, IP Addresses ○ Subnet & Masks • Development of Marketing Site on the Web <ul style="list-style-type: none"> ○ The main steps of building your website. ○ CMS: Wordpress ○ Domain name, Hosting, Keyterms Metadata etc | 5 |
| 3 | <ul style="list-style-type: none"> • Search Engines Optimization-Onsite <ul style="list-style-type: none"> ○ PageRank: Authority vs. Relevance ○ Search Engine Optimization-Onsite engine effectiveness ○ Keywords, Google Adwords, Website content development. | 5 |
| 4 | <ul style="list-style-type: none"> • Search Engines Optimization-Offsite <ul style="list-style-type: none"> ○ Linking, Blogging, Podcasting, ○ Video Blog, Article Submission, RSS. • Web Analytics I <ul style="list-style-type: none"> ○ Introduction to Google Tools ○ Overview of Google Analytics | 6 |
| 5 | <ul style="list-style-type: none"> • Promoting business through online channels(SEM) <ul style="list-style-type: none"> ○ Advertising on the search engines ○ Understanding Cost per Click ○ MaxBid & Quality Scores ○ Publishers & Advertisers, CPA ○ Interactive Ads: Banners etc. | 5 |
| 6 | <ul style="list-style-type: none"> • Permission & Collaborative Marketing <ul style="list-style-type: none"> ○ E-mail marketing <ul style="list-style-type: none"> • Understanding MailChimp ○ Affiliate marketing and strategic partnerships ○ Online PR and reputation management | 3 |
| 7 | <ul style="list-style-type: none"> • Social Media Marketing (SMM)- I <ul style="list-style-type: none"> ○ Online consumer engagement <ul style="list-style-type: none"> • Customer Lifecycle ○ The different forms of social media ○ Adding social media to web site. | 2 |

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|----|---|-----------|
| 8 | <ul style="list-style-type: none"> • Social Media Marketing (SMM)-II <ul style="list-style-type: none"> ○ The rules of engagement ○ Facebook Advertising ○ LinkedIn Engagement ○ Twitter as a business tool ○ Youtube & Viral Marketing ○ Overview of Pinterest & Instagram | 5 |
| 9 | <ul style="list-style-type: none"> • Web Analytics II <ul style="list-style-type: none"> ○ GA – Creation of segments, integration to Facebook ○ Website intelligence and ROI ○ Measuring digital marketing success ○ How information is measured ○ Testing, investing, tweaking, reinvesting ○ The power of online data, and ROI | 3 |
| 10 | <ul style="list-style-type: none"> • Mobile marketing <ul style="list-style-type: none"> ○ Overview of the different mobile access technologies ○ SMS & WhatsApp ○ Key factors in designing and managing mobile marketing campaigns ○ Essential mobile campaign metrics | 2 |
| 11 | <ul style="list-style-type: none"> • Ethics of Internet Marketing <ul style="list-style-type: none"> ○ Dos and Don'ts in internet marketing ○ Some ethical practices used globally • Effect of Internet on Social Capital | 1 |
| | Total Hours | 45 |

Books & Videos Recommended

1. Internet Marketing by Dave Chaffey
2. Understanding Digital Marketing – Damian Ryan
3. Internet marketing with WordPress - David Mercer
4. Lynda.com: Videos on Digital Marketing

Suggested Evaluation Methods:

- Assignments
- Quiz
- Classwork
- Project

Parallel/Similar courses the existing curriculum:

| S.No | Name of the course | Institute where it was offered. |
|------|--------------------|---------------------------------|
| 1 | Digital Marketing | SCMHRD |
| 2 | Digital Marketing | SIBM-B |
| 3 | Internet marketing | SIMS |

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|-----------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Name of members | Olive Nerurkar | Surya Rashmi Rawat | Sujata Joshi | Tarun Khuswa | Vaishali Mahajan | Richa Arora |
| Designation | Associate Professor | Assistant professor | Assistant professor | Associate Professor | Associate Professor | Assistant professor |
| Org/Inst. | SCMS-P | SLS PUnе | SITM | SIBM-P | SCMHRD | SCMS-P |
| Signature | | | | | | |
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Name of the Expert:

Signature:

Date:

Benchmarking: