



## Sub Committee for Curriculum Development

### Marketing Specialization

**Course Name:** Digital Marketing

**Course Code:** T2139

**Number of Credits:** 2

**Course Code :** MM P 027

**Course Range :** 700-899

**Level:** 5

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

Assess and analyse Internet marketing and further utilize it for marketing communication options.

Compare and contrast different tools and techniques available for Digital marketing and suggest in final marketing strategy .

Evaluate and prepare digital marketing strategies using latest trends.

**Pedagogy:**

Case Studies.

Industry / Field Visits.

Assignments.

Projects.

Workshops.

**Pre-learning:** None

**Course Outline:**

Sr.No	Topic	Hours
1	An Introduction Of Marketing On The Internet: Environment Of Web-Based Marketing, Fundamentals Of Internet: Understanding Of Its Operations, Management, The Web-Based System And The Wireless System, Concept Of Users, Linking Marketing To The Web. Web-Based Marketing Mix/Internet Marketing Mix: Product, Price, Place And Promotion.	4
2	Digital Marketing Communication Tools Interactive online advertising Using online ads to drive site traffic and build brands Overview of the ad formats available and how best to use them creatively Buying online media for interactive advertising and the different buying models To understand and appraise online media schedules	4

3	<p>Search engine marketing  Search engine marketing and its importance to online success.  Understanding the differences between search engines, directories and pay per click advertising  Key strategies and tactics to maximize search engine effectiveness  Introduction to pay per click advertising  Google Adwords  Strategies and tactics to maximize search engine effectiveness</p>	4
4	<p>Mobile marketing  Overview of the different mobile access technologies  Consumer and corporate applications of mobile marketing  Buying mobile marketing services and customer data  Key factors in designing and managing mobile marketing campaigns  Essential mobile campaign metrics</p>	4
5	<p>Social Media Marketing  Use of Facebook as marketing tool  Facebook Ads  Use of LinkedIn for Business  LinkedIn Ads  Twitter for promoting business.</p>	4
6	<p>Microsite Marketing  Microsite marketing  Microsite as a e-campaigning essential  Microsite as a Brand positioning tool  Blogging  Exploring blogging as an marketing tool  Blogging as a effective digital marketing element  Blogging as a interactive internet marketing tool  Email and viral marketing  Permission marketing  Acquiring names and email lists  Testing email for continuous improvement  E-newsletters and other email formats  Steps to create a successful viral campaign  Broadcast and delivery considerations</p>	4
7	<p>Creating the ideal online campaign plan  Best practice approaches to online campaign planning  Determine the appropriate level of spend, mix and sequence of e-marketing tools  Campaign, offer and messaging strategy  Campaign timing and integration issues  Supplier selection for the different digital marketing campaign elements</p>	4
8	<p>Ethics of Internet Marketing  Dos and Don'ts in internet marketing  Some ethical practices used globally</p>	2
	<b>Total</b>	<b>30</b>

**Books Recommended:**

1. Internet Marketing: Foundations and Applications; Siegel, Carolyn; 2nd edition; Houghton Mifflin; 2006; ISBN 0-618-51999-8;
2. Ward Hanson: Principles of Internet Marketing, 1<sup>st</sup> edition and 2<sup>nd</sup> edition, Thomson
3. E-Marketing: 2<sup>nd</sup> edition, Judy Strauss, Raymond Frost
4. The Internet Marketing Plan: A Practical Handbook for Creating, Implementing and Assessing Your Online Presence , Kim M. Bayne

**Suggested Evaluation Methods:**

Hands on assignments.

**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

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 PUnE	SITM	SIBM-P	SCMHRD	SCMS-P
Signature						

Name of the Expert:

Signature:

Date: