



Sub Committee for Curriculum Development

Marketing Specialization

Course Name: Digital Marketing

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

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, 1st edition and 2nd edition, Thomson
3. E-Marketing: 2nd 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: