COURSE CONTENT

DIGITAL MARKETING								
III Semester: MBA								
Course Code	**Category**	**Hours/Week**			**Credits**	**Maximum Marks**		
		L	**T**	**P**	**C**	**CIE**	**SEE**	**Total**
25MB020M1	**CORE**	4	0	-	4	40	60	100
Contact Classes:60	**Tutorial Classes:** Nil	**Practical Classes:** Nil				**Total Classes:** 60		
Prerequisite: Basic concepts of Marketing								

COURSE OVERVIEW:

This course provides a comprehensive understanding of digital marketing concepts, tools, and strategies in the contemporary business environment. It introduces the need, scope, components, and emerging trends in digital marketing and contrasts them with traditional marketing approaches. The course examines major digital marketing channels including search engines, social media, email, mobile, and online advertising platforms. It develops competencies in audience segmentation, customer acquisition, and retention using digital media. The course also focuses on designing and implementing an effective digital marketing plan supported by situational analysis and strategic action planning. Emphasis is placed on Search Engine Marketing (SEM), keyword strategy, and online advertising models such as CPM and CPC. Additionally, the course explores social media marketing across major platforms and techniques for measuring digital media performance. Overall, the course equips students with practical and analytical skills required for data-driven digital marketing decisions.

COURSE OBJECTIVES:

1. To provide a strong foundation in the concepts, scope, and strategic importance of digital marketing.
2. To develop students' ability to utilize various digital marketing channels for customer reach, acquisition, and retention.
3. To enable learners to design, write, and implement comprehensive digital marketing plans.
4. To build analytical skills in Search Engine Marketing, online advertising, and performance measurement.
5. To equip students with practical knowledge of social media marketing and emerging digital marketing trends.

COURSE OUTCOMES: After completion of the course, students should be able to

1. Define digital marketing concepts, benefits, platforms, and key differences from traditional marketing approaches.
2. Explain audience dynamics, digital media usage for customer acquisition, retention and loyalty across market segments.

3. Apply search engine marketing techniques, keyword strategies, ad formats and payment models for optimizing landing pages.
4. Examine social media marketing strategies through target group analysis, platform selection and content management.
5. Evaluate the application of social media marketing across various platforms for customer reach, acquisition and retention in advertising performance.

Unit – I: Understanding Digital Marketing: Concept, Need and Scope of Digital Marketing, Comparison of Marketing and Digital Marketing, Components of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Digital Marketing Trends.

Unit – II: Channels of Digital Marketing: Digital Marketing: Website Marketing, Search Engine Marketing, Online Advertising, Email Marketing, Blog Marketing, Social Media Marketing, Audio, Video and Interactive Marketing, Online Public Relations, Mobile Marketing, Migrating from Traditional Channels to Digital Channels.

Marketing in the Digital Era: Segmentation: Importance of Audience Segmentation, Use of Digital Media by different Segments. Organizational Characteristics, Purchasing Characteristics, Using Digital Media for Reach, Acquisition and Retention of New Customers, Digital Media for Customer Loyalty.

Unit – III: Digital Marketing Plan: Need of a Digital Marketing Plan, Elements of a Digital Marketing Plan: Marketing Plan, Executive Summary, Mission, Situational Analysis. Opportunities and Issues, Goals and Objectives, Marketing Strategy, Action Plan, Budget, Writing the Marketing Plan and Implementing the Plan.

Unit – IV: Search Engine Marketing (SEM) and Online Advertising: Importance of SEM, Understanding Web Search: Key Words, HTML Tags, Inbound Links. Online Advertising vs. Traditional Advertising. Payment Methods of Online Advertising: CPM (Cost-per-Thousand) and CPC (Cost-per-click). Display of Ads: Choosing a Display Ad Format, Landing Page and its Importance.

Unit – V: Social Media Marketing: Understanding social media, Social Networking with Facebook, LinkedIn, Blogging as a Social Medium, Microblogging with Twitter, Social Sharing with YouTube, social media for Customer Reach, Acquisition and Retention. Measurement of Digital Media: Analyzing Digital Media Performance, Analyzing Website Performance, Analyzing Advertising Performance.

TEXT BOOKS:

1. Seema Gupta — *Digital Marketing*, McGraw Hill Education, **2018**.
2. Puneet Singh Bhatia — *Fundamentals of Digital Marketing*, Pearson Education, **2017**.
3. Vandana Ahuja — *Digital Marketing*, Oxford University Press, **2015**.

4. Dave Chaffey & Fiona Ellis-Chadwick — *Digital Marketing: Strategy, Implementation and Practice*, Pearson, **2019**.

REFERENCE BOOKS:

1. Ryan Deiss & Russ Henneberry — *Digital Marketing for Dummies*, Wiley, **2020**.
2. Damian Ryan — *Understanding Digital Marketing*, Kogan Page, **2016**.
3. Ian Dodson — *The Art of Digital Marketing*, Wiley, **2016**.
4. Philip Kotler, Hermawan Kartajaya & Iwan Setiawan — *Marketing 4.0: Moving from Traditional to Digital*, Wiley, **2017**.

ELECTRONIC RESOURCES:

1. Google Digital Garage — Fundamentals of Digital Marketing
   https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing
2. HubSpot Academy — Digital Marketing Certification
   https://academy.hubspot.com/courses/digital-marketing
3. Meta Blueprint — Social Media Marketing Courses
   https://www.facebook.com/business/learn
4. SEMrush Academy — Digital Marketing Courses
   https://www.semrush.com/academy/

MATERIALS ONLINE:

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos