



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

COURSE CONTENT

DIGITAL MARKETING								
III SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA020M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	30	70	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 and its role in modern business growth. It introduces key concepts, components, and the importance of digital marketing in reaching and engaging customers. The course covers various digital channels such as search engines, social media, email, and online advertising. Students learn how to design and implement effective digital marketing plans, including strategy, budgeting, and execution. It also focuses on search engine marketing, keyword analysis, and advertising models like CPC and CPM. The course highlights the use of social media platforms for customer acquisition, engagement, and retention. Additionally, it emphasizes measuring and analyzing digital marketing performance using analytics tools and understanding current trends in the digital landscape.

COURSE OBJECTIVES:

- To understand the concepts, components, scope, and importance of digital marketing along with current trends.
- To learn various digital marketing channels such as website marketing, search engine marketing, social media, email, and mobile marketing.
- To develop the ability to design and implement an effective digital marketing plan, including strategy, budgeting, and execution.
- To gain knowledge of search engine marketing (SEM) and online advertising techniques, including keywords, CPC, CPM, and landing pages.
- To understand the role of social media in customer engagement, acquisition, retention, and to analyze digital marketing performance.

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, Components of Digital Marketing, Need and Scope of Digital Marketing, Benefits of Digital Marketing, Digital Marketing Platforms and Strategies, Comparison of Marketing and Digital Marketing, 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.

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 AND ONLINE ADVERTISING

Importance of SEM, understanding Web Search — keywords, HTML tags, Inbound Links, Online Advertising vs. Traditional Advertising, Payment Methods of Online Advertising — CPM (Cost-per- Thousand) and CPC (Cost-per-click), Display 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, Micro blogging 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. Latest Amendments in Digital Markets

TEXT BOOKS:

1. Dave Chaffey; Fiona Ellis-Chadwick, —Digital marketing : strategy, implementation and practice“, Harlow : Pearson, 1st Edition, 2014
2. Damian Ryan, —Understanding Digital Marketing: marketing strategies for engaging the digital generation“, London ; Philadelphia : Kogan Page, 3rd Edition, 2015.
3. Ryan Deiss, Russ Henneberry, —Digital Marketing for Dummies“, Tata McGraw, Hill, 5th edition,2017

REFERENCE BOOKS:

- Jan Zimmerman, Deborah Ng, —Social Media Marketing “, Pearson, 4th Edition, 2017
- Efraim Turban, Tae Lee, David King and H. Micheal Chung, —Electronic Commerce, Managerial Perspectivel, Pearson Education Asia, 1st Edition, 2001.
- Chuck Hemann& Ken Burbary, Digital Marketing Analytics, Pearson, 2019

ELECTRONIC RESOURCES:

1. http://www.iaapa.org/docs/handout-archive---ops/mon_khan_digital-marketing.pdf
2. https://www.mitodesign.com/pedroguillon/phd_knowledge_center/pdf/digitalmarketing.pdf
3. <http://www.quirk.biz/emarketingtextbook>

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

