



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: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA0020M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	0	-	4	40	60	100
Contact Classes: 60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Digital Marketing								

COURSE OVERVIEW:

This course provides an understanding of digital marketing concepts, tools, and strategies in the modern business environment. It covers major digital channels such as search engines, social media, email, mobile, and online advertising. The course emphasizes digital marketing planning, audience targeting, SEM, online advertising models, and performance measurement to support data-driven decision-making.

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. Dinesh Kumar, Marketing in the Digital Age, Sage Publications, 2021.
2. Annmarie Hanlon, Digital Marketing: Strategic Planning & Integration, Sage Publications, 1e, 2019.
3. Chuck Hemann & Ken Burbary, Digital Marketing Analytics, Pearson, 2e, 2018.
4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016.
5. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
6. Vandana Ahuja, Digital marketing, Oxford University Press 2015

REFERENCE BOOKS:

1. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
2. Vandana Ahuja, Digital marketing, Oxford University Press 2015.
3. Michael R Solomon, Tracy Tuten, Social Media Marketing, Pearson, 1e, 2015.

4. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016.
5. Richard Gay, Alan Charles worth and Rita Esen, Online marketing A customer led approach, Oxford University Press 2007.
6. Arup Varma, Pawan S.Budhwar, Angelo S.DeNisi, Digital Marketing, Wiley, 2016.

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

