



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		
24MB019M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic concepts of Marketing								

COURSE OVERVIEW:

The Digital Marketing course provides an introduction to the concepts, tools, and strategies used to promote products and services through digital channels. It helps students understand how businesses use online platforms such as search engines, social media, websites, and online advertising to reach and engage customers. The course covers important areas including audience segmentation, search engine marketing (SEM), online advertising, social media marketing, and performance analysis. Students will learn how digital media can be used for customer acquisition, retention, and brand building, as well as how to measure and analyze the effectiveness of digital marketing campaigns.

COURSE OBJECTIVES:

- To understand the basic concepts and importance of digital marketing and its role in the modern business environment.
- To explain audience segmentation and consumer behaviour in the digital era.
- To learn the principles of search engine marketing and online advertising, including keywords, display ads, and payment models such as CPM and CPC.
- To understand the role of social media platforms like Facebook, LinkedIn, Twitter, and YouTube in marketing communication.
- To analyse digital marketing performance using tools for measuring website traffic, advertising effectiveness, and customer engagement.

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 practices.

UNIT-I: UNDERSTANDING DIGITAL MARKETING Introduction to Digital Marketing: Concept-Components- Need and Scope - Benefits – Digital Marketing Platforms and Strategies – Comparison of Marketing and Digital Marketing Digital Marketing Trends.

UNIT-II: MARKETING IN THE DIGITAL ERA SEGMENTATION Importance of Audience Segmentation - How different segments use Digital Media - Organizational Characteristics - Purchasing Characteristics - Using Digital Media to Reach-Acquisition and Retention of new customers –Digital Media for Customer Loyalty.

UNIT-III: SEARCH ENGINE MARKETING AND ONLINE ADVERTISING Search Engine Marketing: Importance of SEM - Understanding Web Search - Keywords –HTML tags-Inbound Links **Online Advertising:** 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-IV: INTRODUCTION TO SOCIAL MEDIA MARKETING

Social Media Marketing: The Role of Social Media Marketing- Goals and Strategies-Identifying Target Audiences- Social Media Platforms and Social Network Sites- Micro blogging - Video Marketing - Content Marketing - Mobile Marketing on Social Networks – Tools for Managing the Social Media Marketing

UNIT-V: APPLICATION OF SOCIAL MEDIA MARKETING

Social Media Marketing: Social Networking with Face book - 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.

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.
1. Chuck Hemann & Ken Burbary, Digital, Pearson, 2e, 2018.
2. Judy Strauss & Raymond Frost, E-Marketing, Pearson, 2016.
3. Michael Miller, B2B Digital Marketing, 1e, Pearson, 2014.
4. 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 Charlesworth 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. *Google Digital Garage*. Available at: <https://learndigital.withgoogle.com/digitalgarage>
2. HubSpot. *HubSpot Marketing Resources*. Available at: <https://www.hubspot.com/resources>
3. Digital Marketing Institute. *Digital Marketing Learning Resources*. Available at: <https://digitalmarketinginstitute.com>
4. Mailchimp. *Marketing Library*. Available at: <https://mailchimp.com/marketing-glossary>
5. Google Analytics Help Center. Available at: <https://support.google.com/analytics>

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